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No.
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December
1987

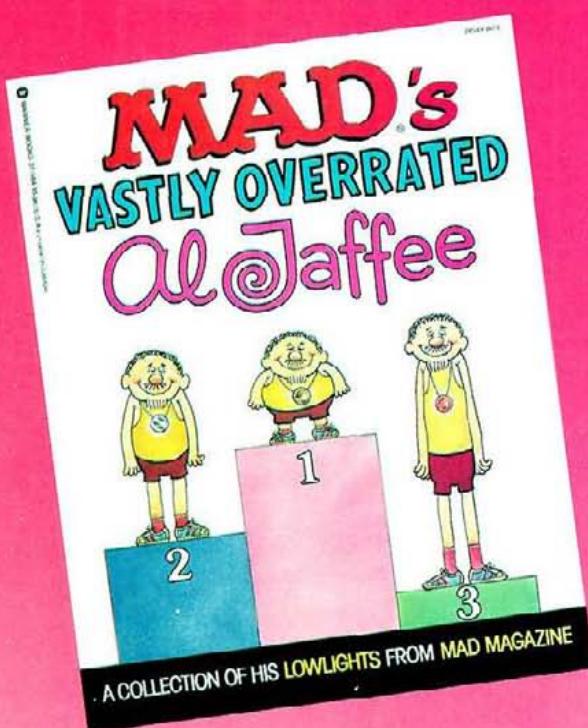
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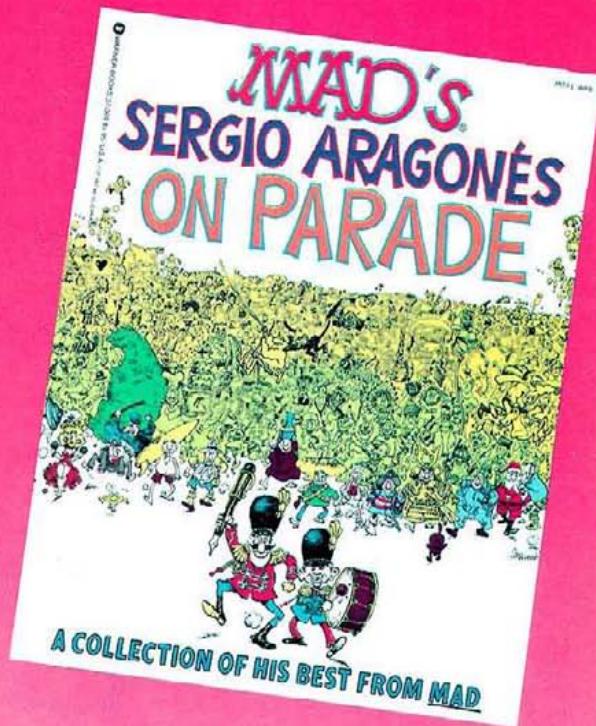


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MAD

"A lot of people who complain they don't get what they deserve don't know how lucky they are!"

—Alfred E. Neuman

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CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

DEPARTMENTS

ALL JAFFEE DEPARTMENT

Low Tech Inventions for Everyday Needs 17

ALLEY OOPS! DEPARTMENT

Drama on Page 42 9

APPENDANCE FOR YOUR THOUGHTS DEPARTMENT

The Body Perfect 12

BERG'S-EYE VIEW DEPARTMENT

The lighter Side of 26

BETTER SHRED THAN READ DEPARTMENT

The Ollie North Coloring Book 31

CHAT'S ALL, FOLKS! DEPARTMENT

MAD's Guide to Talk Show Hosts 36

CREATURES FROM A HACK BUFFOON DEPARTMENT

Your Pet Knows 20

DICK DePARTMENT

The MAD Merchandise Mart 22

FLIP, FLOP, QUIZ, QUIZ DEPARTMENT

MAD's Home Version of Jeopardy 15

FRANK ON A ROLL DEPARTMENT

The Ballad of Dr. Ruth (A MAD Sexual "Hang Up" Poster) 24

JOKE AND DAGGER DEPARTMENT

Spy vs. Spy 39

LETTERS AND TOMATOES DEPARTMENT

Random Samplings of Reader Mail 2

MARGINAL THINKING DEPARTMENT

"Drawn Out Dramas" by Sergio Aragones **

MURPHY'S BORE DEPARTMENT

"Beverly Hills Slop, Too" (A MAD Movie Satire) 4

PUTTING DOWN THE VOLUME DEPARTMENT

The MAD Decibel Scale 10

PREVIEW TO A KILL DEPARTMENT

The MAD Movie Critic's Pledge 48

SERGIO ARAGONES DEPARTMENT

A MAD Peek Behind the Scenes at a Comic Book Convention 34

TEACHER'S PESTS DEPARTMENT

"I Lead of the Crass" (A MAD TV Satire)

WE THOUGHT THE GOOD FRIGHT DEPARTMENT

It's Scary to Think That 40

WEIGHT AND SEE DEPARTMENT

Drama on Page 9 42

**Various Places Around the Magazine

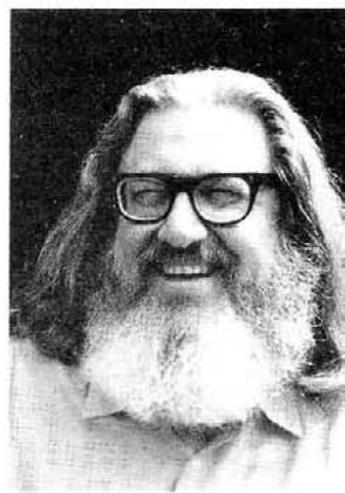
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AN IMPORTANT ANNOUNCEMENT

FROM THE PUBLISHER



Dear MAD Reader:

Over the past few years, the cost of producing MAD has risen dramatically. Ink, paper, printing and shipping prices all have gone up. (In fact, just about everything connected with MAD has gone up, with the exception of the quality of the magazine!)

In order to avoid raising the price of MAD, I'm trying something in this issue that I swore I never would—running ads. I'm not happy about this, but I am trying to make the best of the situation out of respect to you, the reader.

Accordingly, I have established a Blue-Ribbon panel of experts who will carefully screen all companies who wish to advertise in MAD. In addition, every product advertised will be carefully reviewed and tested by this panel. You have my personal guarantee that only top-of-the-line companies and their products will appear in the pages of MAD. My foremost concern is that you, the reader, are satisfied. The "MAD Merchandise Mart" appears on pages 22 and 23 of this issue. Read the ads, judge for yourself, and let me know what you think!

If the response to advertising is good, we will try it again in future issues. If not, we will not use ads again and will maintain our "cheap" price as long as possible. Unfortunately, the low quality of the magazine will remain the same, no matter what you say!

William M. Gaines

BETTER READ THAN WED!



We've groomed our best, man, from some dearly beloved material that is our bride and joy!

We vow that you laugh happily ever after once you pledge your money and say, "I DO—want to buy this book!"

**'til MAD
do us part**

**"May Divorce
Be With You!"**

LETTERS AND TOMATOES DEPT.



"CROC O'DULL DUMMEE"

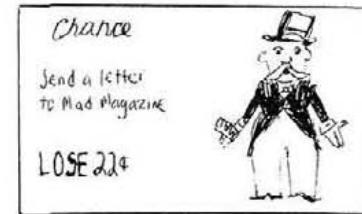
Now that you Bozo's have finally gotten to putting Crocodile Dundee in his place, when can I expect you to take on even more annoying Aussies like Rupert Murdoch and Olivia Newton John?

Phil Zaglool
Richmond, NY

MADOPOLY CARD

Here's my own contribution to your "MAD Monopoly Cards For the 1980's."

Chris Wheatley
Schaumburg, IL



FAST FOOD FOR THOUGHT

In "Sir Puffy's Placemat" (MAD #273), you really put the fast-food industry's tastes and style in their places. But the caption for the "Crew Person of the Month" broke my heart! You showed the sad truth, the depressing human fallout behind the scenes of our burgeoning "service industry"—which is no joke, but one big "choke." Sob.

John Hoering
Washington, D.C.

Your Sir Puffy's Placemat features a marvelous little satirical piece with the perfect photo called "Crew Person of the Month." It is so right-on that I have been showing it around and writing to distant people about it. It neatly expresses the apparent philosophy and emotional/physical appearance of every stereotypical fast food worker I have ever encountered! Cheers!

Neill
California, USA

Your TASTY article featuring Sir Puffy's Placemat was DELICIOUS! I've never seen so much BALONEY in one place! I almost CHOKED laughing!

Jon Upton
Ontario, Canada

Your pun filled letter is not unlike the food at Sir Puffy's—tough to swallow! —Ed.



MORON MAIL

Do you print short letters?

Anthony Garner
Orlando, FL

Only when they are written by desperate, disturbed individuals who might go over the edge if we refused to publish their petty, uninspired musings. Thanks for writing! —Ed.

I have been reading your magazine for over 25 years. The one quality I like about MAD is that I can read it from cover to cover, pick it up two weeks later, read it again and I won't remember a thing I read the first time!

Susan Woodruff
Two Harbors, MN

Yeah, you and the President! —Ed.

Hi, this is Ben Clark. I was wondering if you could dedicate the next MAD magazine to me, Ben Clark. If you can, just put in the right hand corner "Dedicated to Ben Clark." I'm counting on it.

Ben Clark
Albuquerque, NM

Sorry Ben, we can't do that but we'll try to work your name in somewhere in this issue. —Ed.

PEE-WEE'S PLAYHOUSE

I loved "A MAD Peek Behind the Scenes at Pee-wee's Playhouse," but what is the name of that butt that was sticking out of the window?

Neil "Bud" Koch
St. Paul, MN

Ben Clark! —Ed.



Looks like Pee-wee thought our spoof of his show was so funny he forgot to laugh! We can only guess what he's thinking, maybe something like, "Hey, MAD, you're rubber and I'm glue—it bounces off me and sticks to you! HA! HA-HA!!!"

MADVERTISING

In Dick DeBartolo's article "Feature-by-Feature Advertising" (MAD #273), he missed one important feature in the Acme Calendar ad: "Shop and compare! All calendars currently have only 365 days—but if you act now, we'll include absolutely free one BONUS DAY in February (with your purchase of an Acme 1988 calendar)!"

Karen Strickland
Lauderhill, FL

WIMPY WRESTLER UPDATE



As promised, here is our update on the world of wrestling's latest wonder, Harold "The Killer Accountant" who we featured on the cover of *WWWF Magazine* in MAD #272. Harold's open challenge to meet the Hulk in the ring has gone unanswered. Harold's buffoonish manager, Art "The Smart" Charney says this is proof that the Hulkster is a "spineless, cowering fraud." The ledger book is in your court, Hulk...we're waiting!

DEAD LETTER

I almost barfed after I read "Don Martin Visits the Morgue." It is the most tasteless feature MAD has ever printed! I know your standards are low, but this time you went six feet under!

John DeFrance
Newton, CT

Under what? — Ed.



MAJOR MISCONCEPTION

Widely held misconception #371: When a magazine says "CHEAP!" on its cover, it's going to be inexpensive!

Jim Turko
Elk Grove, CA

Widely held misconception #372: There is intelligent life in Elk Grove, CA! Thanks for writing! — Ed.

DRAWING PRAISE



MAD artists just keep racking up those awards! At this year's National Cartoonist's Society Awards dinner, our own Sergio Aragones and Mort Drucker each received the prestigious Reuben Award. Sergio provided us with this sketch of that magic moment! Congratulations, guys, now get back to work!

MILLENNIUM POLL

And now, the moment you've all been waiting for! Your responses to our "Best of the Millennium Reader's Poll" (MAD #272). The response has been overwhelming! (Obviously, we did something wrong!) Some categories got popular votes. A lot of you people think alike! (So get your heads examined!) **BEST MALE VOCALIST: MICHAEL JACKSON.** **BEST FEMALE VOCALIST: MICHAEL JACKSON.** (Somehow, we expected that!) Many of you think that **FRANK PURDUE** is the **BEST CHICKEN JOKE**, and **485 MADISON AVE.** is the **BEST DUNGEON** (why you!?) and according to you "THE THINKER" is saying, "WHERE ARE MY PANTS?" and "DAMN THAT CRAZY GLUE!" But you couldn't decide if the **BEST LITE BEER COMMERCIAL** is with **RODNEY DANGERFIELD** or without him. We tend to agree with **Karen Woytowick** of Staten Isl., NY, who said, "They're all good commercials—it's the BEER that's lousy!" Here are some other brainy answers:

1. BEST POLITICAL REVOLUTION

Rockers Against Tipper Gore
—Jennifer Winnick, Lewistown, PA

3. BEST RECORDING OF "LONG, TALL SALLY"

Well, actually I did one last week with my Mr. Microphone. —Paul Mullin, Houston

6. BEST BOOK BY JACKIE COLLINS

"My Sister, the Slut"

—J. Kuri, Bklyn, NY & Mike Beattie, Northbridge, CA

8. BEST GEOLOGICAL EROSION

The space between David Letterman's teeth.

—Paul Mullin, Houston

10. BEST BATTLE OF THE HUNDRED YEARS WAR

Battle for the Keys to the Chastity Belts.

—Raymond Kelly, San Diego

18. BEST WORDED QUESTION OF THE SPANISH INQUISITION

"Is the Pope Polish?" —Shelly Johnson, Iron Mountain, MI
"Go anything to drink in this town?" —Elizabeth A. Lopez, Mexico, NY

19. BEST HISTORICAL TREND

Reviewing Chappaquidick every few years.

—Cathy "Wo" Fowler, Litchfield, NH

Wigs on men. —Ricky Parson, McDonald, PA

23. BEST CRUSADE

The one to keep MAD out of the Holy Land.

—Chuck Torbeck, Sycamore, IL

"Star Search" carrying on "The Gong Show" cause.

—Eric Bierker, Lancaster, PA

To find a town without a McDonald's.

—Armando Aguilar, Marina del Ray, CA

25. BEST GOTHIC CATHEDRAL

Jim Bakker's dog house. —Greg Reavis, Lawrence, KS

26. BEST SUBURBAN SHOPPING MALL

Tammy Bakker's closet. —Randy Roger, Dayton, OH

27. BEST ENGLISH TRANSLATION (GREEK DRAMA)

"Cheesburga, cheesburga, no pipsi, fries."

—David Pezzullo, Highland, NJ

32. BEST EXIT LINE BY A RELIGIOUS MARTYR

"If I don't get 8 million dollars by the end of March, the Lord will call me home."

—Bradley Marrell, Pensacola, FL

34. BEST NBA PLAYOFF SERIES

Celtics vs. Jack Nicholson

—Cathy "Wo" Fowler, Litchfield, NH

36. BEST WAY TO LURE THE SPANISH ARMADA INTO A TRAP

"Hey meester, would you like to meet my seester?"

—Barry Collins, St. Pete, FL

Whistle and call, "Here, Spanish Armada."

—Tim Kohler, Amarillo, TX

37. BEST BOB HOPE SPECIAL

The "Invention of the Wheel" Celebration.

—Chris Gotstein, Shamokin, PA

"Bob Hope Does Tehran."

—Barbara Hopkins, Grand Rapids, MI

40. BEST NAVAHO MEDICINE MAN

Chief Rexall —Lance Loftin, Monroe, LA

45. BEST APPEARANCE OF JOSEPHINE THE PLUMBER IN A COMMERCIAL FOR COMET CLEANSER

The one where she blinded the dog with Comet.

—Sissy Gustin, Sudbury, OH

55. BEST VIRGIN SACRIFICE ALTAR

The Sears Tower. —Wiley Larsen, Minden, ME

58. BEST RECIPE FOR BREAD-AND-GREL

Toast the bread, spread the gruel over it lightly, and add chives, chopped celery and grated cheese.

Microwave for 12 seconds. —T.E. Pomer, Wichita, KS

61. BEST ARGUMENT AGAINST GALILEO'S THEORY THAT THE EARTH REVOLVES AROUND THE SUN

It really revolves around Sean Penn.

—Brian Maruia & George Rasmus, OSU, Youngstown, OH

64. BEST-SOUNDING EXCUSE FOR OUR INVASION OF GRENADA

The student loans were due.

—David Noll, Shillington, PA

69. BEST MEDICAL BREAKTHROUGH

The discovery that whatever Prince has is not contagious. —Sissy Gustin, Sudbury, Ontario

71. BEST GODZILLA MOVIE

"Godzilla Meets the U.S. Trade Deficit."

—The Midnight Staff Nurses of Harper Hospital, Detroit

73. BEST DENTIST (PRE-NOVACAIN)

Stanley Johnson, an ancestor of mine who employed two big men to hold his patients down.

—Doug Welch, Pleasant Hill, CA

78. BEST NON SEQUITUR IN A "BEST OF THE MILLENNIUM" POLL

"Oh, and by the way, just how old is Dave Berg?"

—Adam Cook, Cape Breton, Nova Scotia

Many thanks to all who wrote. Here's a quick list of some of the other people who were foolish enough to sign their names!

Phil Mackey, Beavercreek, PA; Tom Baver, Grand Ledge, MI; Adolfo Ibarra, Jr., Los Angeles; Mel Spivak, Santa Cruz, CA; DJ Connolly, London, England; Andy Lewis, El Toro, CA; Pam Roberts, Islamorada, FL; Tammy Graham, Greenwood, IN; Patty Randall, Allentown, PA; Joseph Wardrop, Ware, MA; Justin Meadows, Arvada, CO; Dave Lippman, Hoboken, NJ; Tammy Savage, Kingwood, WV; Peter Storm, Rice Lake, WI; Robert Olkowski, Milwaukee; Jeff Kubota, Lawrence, KS; Melanie N. Lee, Corona, NY; Cary Boone, Odessa, TX; Lorena Turner, London, Canada; David Fishman, San Luis Obispo, CA; Mitchell Warner, Gillette, NJ; Craig Stewle, Riviera, AZ; Mary Anna Laverne & Elizabeth Blockwelder, Bklyn, NY; Sarah Thompson, Frisco, CO; John E. Moore, Watkins Glen, NY; Jeffery Whinrich, Mickey & Carol Chiusano, Bklyn, NY; Daniel J. Moore, Rosenberg, OR; Luke Milauer, Keytown, MO; Gregory Haynes, Baltimore; Henry Reiss, Chicago; Robin Lee, Calgary, Canada; Brian Guile, La Habra, CA; Eric Rodriguez, Mt. Vernon, WA; Dustin Shultz, Los Alamitos, CA; Andy Tautain, Pittsfield, NH; Dustin A. Adkins, Alhambra, FL; Mandy Whitley, El Cato, CA; Jerry & Elmo Kelley, Riverside, CA; Tony Lub, Chagrin Falls, OH; Karl H. Rohres, New Carrollton, MD; Mike Morgan & Sean Barrett, Haymarket, VA; Mark Zwonitzer, Ft. Atkinson, WI; Randall J. Vockroth, Beaver Dam, WI; Ralph Barnes, Houston; Will Day, Bangor, ME; Garrett Lee, Harrington, WA; Brent Shannon, Winston-Salem, NC; John Brooks, Sarasota, FL; Brian Booley, Mentor, OH; Thomas Clegg, Bakersfield, CA; Nila Visser, Oklahoma City; Alan Scott, Bloomington, IL; C.J. Osborn, Glendale, AZ; Matt Burkhardt, Galesburg, IL; Jason Davis, Clarksville, WV; John Astaire, San Luis Obispo, CA; Alan K. Thomsen, Midwest City, OK; Lazaro Blanco, Miami, FL; New Sweden, ME; John Zofcay, New Eagle; PA; Danny Farrendo, Union City, NJ; John Heering, Belhel, CT; Jim Reilly, Warren, PA; Paul C. Diell, Sioux Falls, SD; Fred Kosco, Charlotte, NC; Bill Strickler, Jr., Mansfield, OH; Cameron Duff, W. Brunswick, Australia; Shannon Killingsworth, Republic, MO; Glen Judie, Chattanooga, TN; Chuck Frazee, El Cajon, CA; H. Baker, Denver; Mrs. Judith A. Brown, Long Beach, CA; Betty Altruda, Manoleton, NJ; Le Anne Brazier, Lee, MA; Robert Harder, Long Beach, CA; Laney Loftin, Monroe, LA; Brandy Bragg, San Francisco; Theodore Whiting, Hoyt Lakes, MN; Randy Good, San Diego; Jeffrey M. Brauer & Jeff Christian, Binghamton, NY; Bill Seltz, Big Lake, AK; Russell Howe, Travelers Rest, SC; Dubro Graveler, Orangeville, PA; Steve Byers, St. Catharines, Ontario; Joy Anderson, West Plains, MO; Casey Williams, Vienna, NY; Karen Morton, Knoxville, TN; Jody McCauley, Christy Bubb & Jennifer Brown, Lawrenceville, GA; Enrique Alvarado, Bklyn, NY; Bart Leahy, Lombard, IL; Tom Homan, Randolph, NJ; Chuck Terbeck, Syosset, NY; Brad Nixon, New York; Eric Hollingsworth, Marietta, GA; Chuck Carlisle, Massillon, OH; Anne Hoering, USAF, Greenland; Ann Winger, Johnson City, TX; and Lou at Surfin' Avvarock Comics, Hampton Beach, NH. Thanks to all!

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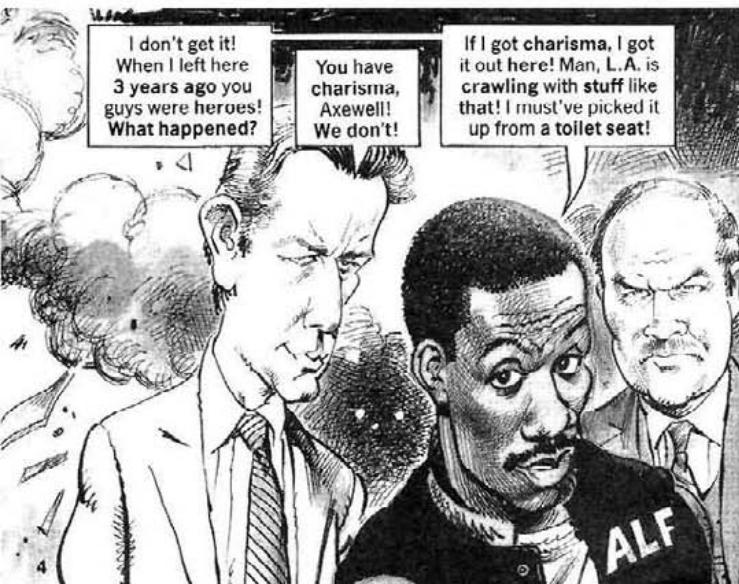
MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-obsessed, stamped envelope!

Talk about being down and out for some new ideas, now they're dishing out...

BEVERLY HILL...



ARTIST: MORT DRUCKER



LS SLOP, TOO! They Heap It Back On!

With idiots like this around, I'll never get re-elected Mayor of this town! And if you want to remain Police Chief, Klutz, you'd better crack the Alphabet case P.D.Q.!

We're trying, but it's not as simple as A - B - C...

Well, I want action! Hear me? ACTION!

I doubt if you can get more action than this spectacular car crash, but you certainly can get a lot more logic!

I haven't seen car crashes like this in 48 hours!

You mean two days?

No, I'm talking about the movie "48 Hours"!

Well, they stole Eddie Murphy's character from there, so why not the car crashes!



WRITER: DICK DEBARTOLO

Axewell, how did you get time off from your Detroit precinct?

Easy! I told them I was going out for coffee! That should buy me three days' time to solve this Alphabet case!

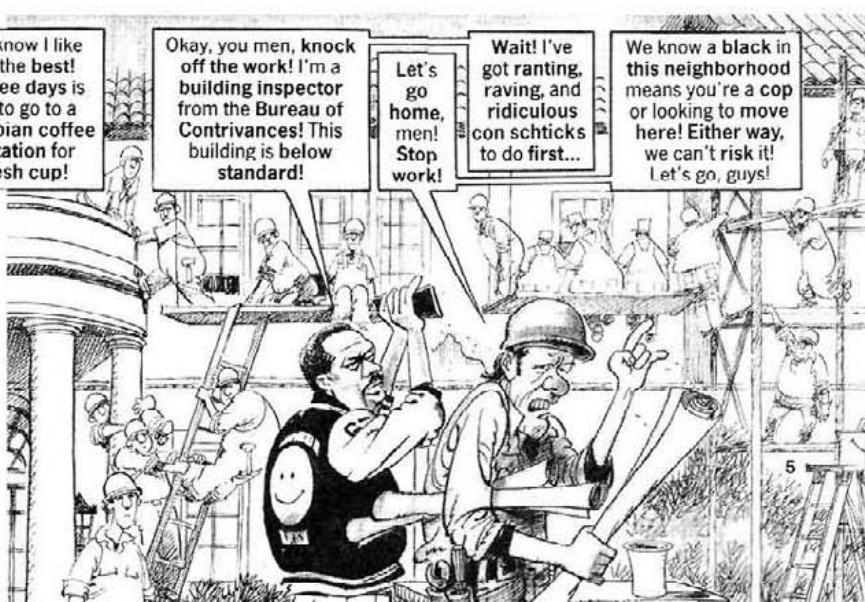
Three days off to get coffee?

They know I like only the best! So three days is cool to go to a Columbian coffee plantation for a fresh cup!

Okay, you men, knock off the work! I'm a building inspector from the Bureau of Contrivances! This building is below standard!

Let's go home, men! Stop work!

Wait! I've got ranting, raving, and ridiculous con schticks to do first... We know a black in this neighborhood means you're a cop or looking to move here! Either way, we can't risk it! Let's go, guys!



Axwell, since we found these shells at the scene of the last Alphabet crime, we marked them exhibit "B"!

Not only that they were found at the "X" on this map, an A-frame house near a Y.M.C.A. on—now get this—Avenue C! Isn't that a kick!

Uncanny! I'd like to ask a ballistics expert about these shells!

We have an expert at the precinct, but I'm sure you'd rather pull one of your wild, zany routines, so why not con your way into the exclusive Beverly Hills Gun and Outrageous Wealth Club!

I'm a nuclear scientist dressed like an errand boy to hide the fact that I'm carrying a paper bag filled with highly explosive plutonium-lite for your ballistics expert!

Really! Well, I'm Madonna dressed like a receptionist working as an office temp between hit records!



Okay, I'm a police officer looking for some information!

That's better! Please go right in, sir!

What kind of @#\$%^&* society is this becoming when a cool cat like me has to resort to total honesty to get something done?

You must be the ballistics expert, bitch!

You sure are a smooth talker, fella!

You got it! Tell me, how long does it take you bimbos to shave your legs?

I guess about the same as it takes you to get that great tan!

Hey, lady—that was a racist remark!

Sorry! Maybe when I get to be as big a star as you are, I can say the crude, stereotypical, chauvinistic insults you do and get away with it, too!



I'm here with ex-President Ford! We'd like a table, please!

What? Ex-President Ford? You must be joking! Where is he?

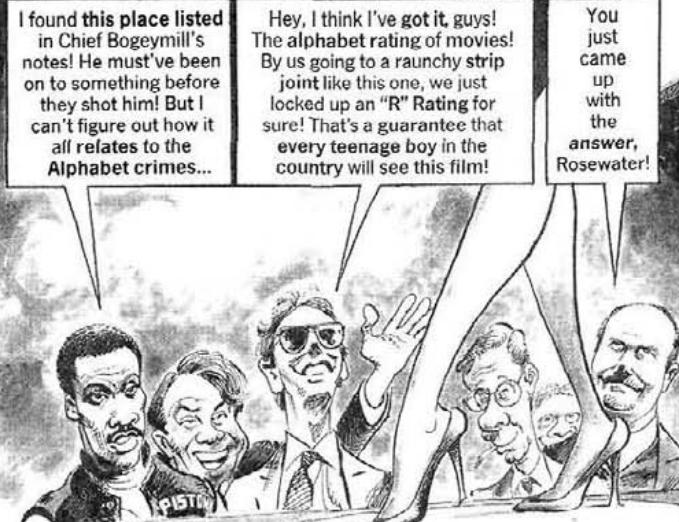
He just tripped on those steps and fell down!

Tripped and fell? It must be ex-President Ford! Or Chevy Chase! Either way, the X-Y-Z Club is honored! Follow me, gents!

I found this place listed in Chief Bogeymill's notes! He must've been on to something before they shot him! But I can't figure out how it all relates to the Alphabet crimes...

Hey, I think I've got it, guys! The alphabet rating of movies! By us going to a raunchy strip joint like this one, we just locked up an "R" Rating for sure! That's a guarantee that every teenage boy in the country will see this film!

You just came up with the answer, Rosewater!



Do you believe the colossal nerve? Someone tried to shoot me!

Sir, do you have a statement about the Alphabet crimes? We're with U.P.I., A.P., N.B.C., A.B.C., and C.B.S.I.

Yeah, F.U.!

Hey, wait a minute there, fella, this happens to be...

"F.U." is cop talk for "Fugitive Unknown"!

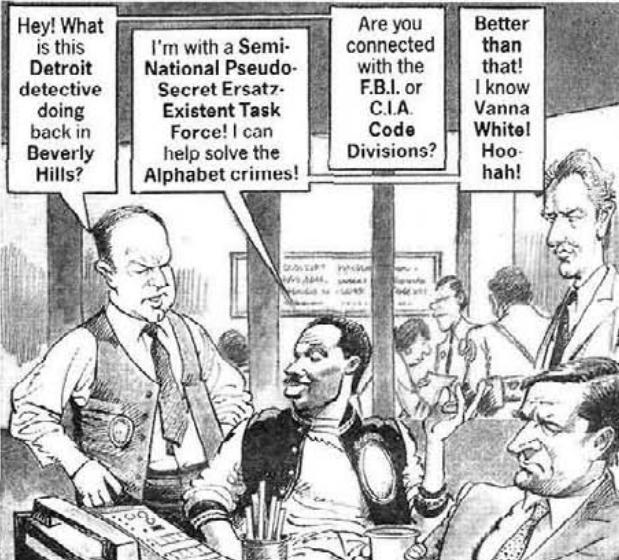
Quick thinking, Axewell! You just saved this panel from getting censured!

Hey! What is this Detroit detective doing back in Beverly Hills?

I'm with a Semi-National Pseudo-Secret Ersatz-Existential Task Force! I can help solve the Alphabet crimes!

Are you connected with the F.B.I. or C.I.A. Code Divisions?

Better than that! I know Vanna White! Hoo-hah!



Axewell, getting back into this gun club is going to be tough! It's closed for the night, so there's no airhead you can con with one of your ridiculous routines!

Yeah, and there's also an alarm connection on every door and window!

That's what this gum is for! Everybody start chewing and break it down into small, pliable wads!

Wow! Another great schtick to teach kids! They're still shoving bananas into my car exhaust from the last movie!

I learned these tricks from trying to live high on the wrong side of the law! Then I got smart and went straight so I can live even higher on the taxpayer's money!

Well, this one isn't working too well—the alarm just went off!

Hey, that's what the gum is for! Just stick it in your ears so you won't hear it!



Axewell, the map we stole from the gun club has an "X" on this spot!

Well, the good news is we've come to the right place! The bad news is the crooks are getting away in that armored truck! The good news is that means another nutty car chase!

I can't figure it out! How can so many cops drive so badly?

Maybe it's because they don't have to take the driving test they give us!

Tell me, when does my scene come in?

Bronson Pinchot! You're not in this movie!

Don't be ridiculous! My contract calls for a small part in "Beverly Hills Cop"!

This is "Beverly Hills Cop II"—it's a different movie!

Not from what I've seen!



How come you guys came to Hugh Hefner's party in a cement truck?

Hef told me to drop by and "mix it up a little!" Heh heh heh! By the way, who's got a watch?

I do! Do you need it for some new bizarre stunt?

No, I need to be reminded to do my famous laugh once every five minutes!

Hi, doll, I came to clean the pool...

Please, Det. Folly, no silly routines! There's not a guard, receptionist, or maitre d' who hasn't heard about your schtick! So stash it and go right in!

Axewell, are we here because the infamous Maxwell Bent is here. and by finding out who his accountant is we can get evidence that'll link him to the Alphabet case?

No, I just wanted to look at some Playboy Bunnies! But maybe if we can find out who Maxwell Bent's accountant is we can link Bent to the Alphabet case!

NOTICE

Abie Cement has temporarily changed its name to

ABC EMENT in keeping with the Alphabet nonsense of this movie



Mr. Turetsky, we're with the Beverly Hills Police Dept.! You have three unpaid parking tickets! That will be \$45 and the use of your computer!

I'll pay you the \$45, but there's just no way that I'll let you use this computer!

Not even for making you a star? Look at Bronson Pinchot a few panels back! He was on the screen two minutes in the first movie and got his own TV series! I'm giving you five minutes to do your "nervous nerd" routine...

Enough said! The computer's yours!



Wow! Who would believe that an accountant could be so stupid to give you access to his client's secret files?

The same people who would believe such a cunning, evil mind like Maxwell Bent would hire such a nerd to handle his millions to begin with!

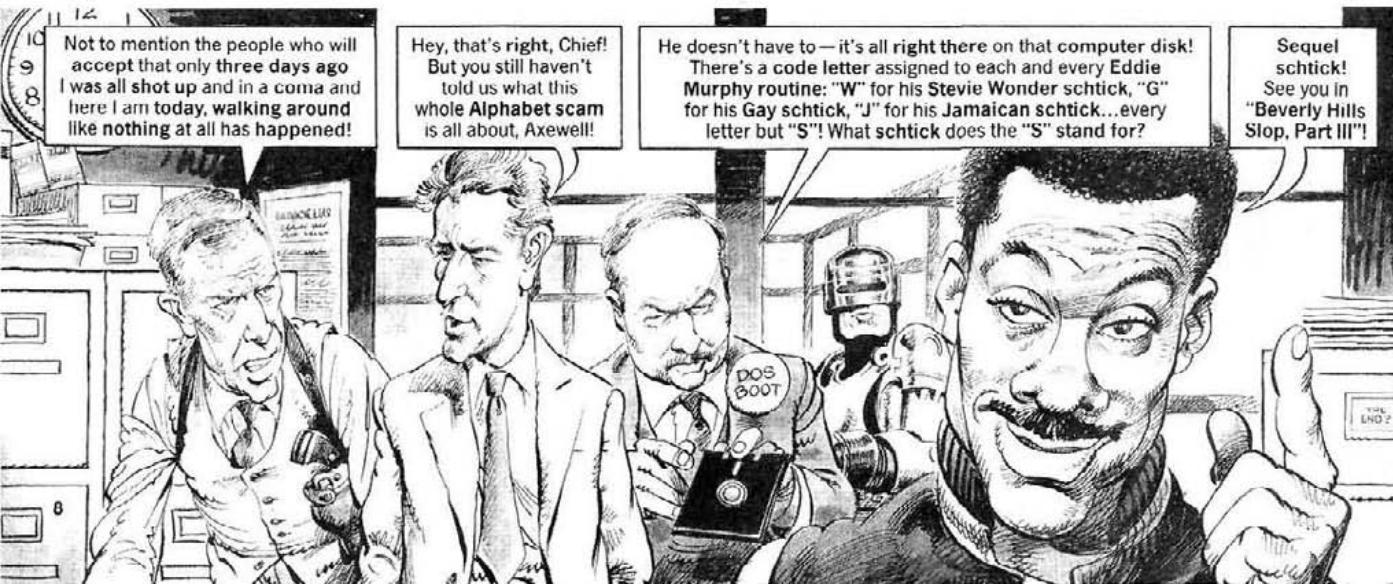


12
10
9
8
7
6
5
4
3
2
1
Not to mention the people who will accept that only three days ago I was all shot up and in a coma and here I am today, walking around like nothing at all has happened!

Hey, that's right, Chief! But you still haven't told us what this whole Alphabet scam is all about, Axewell!

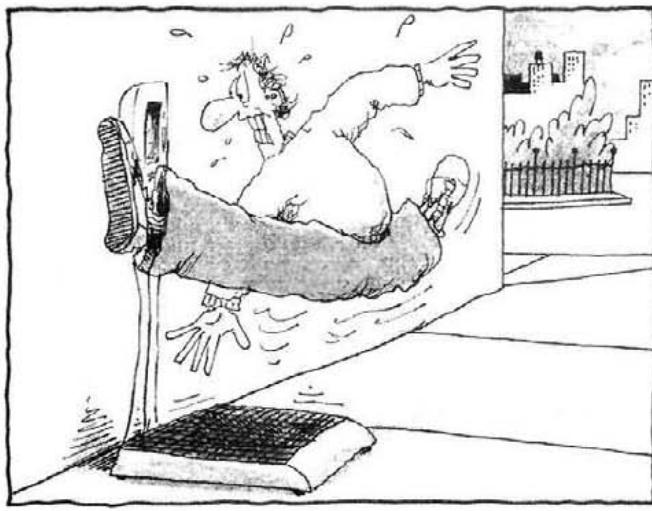
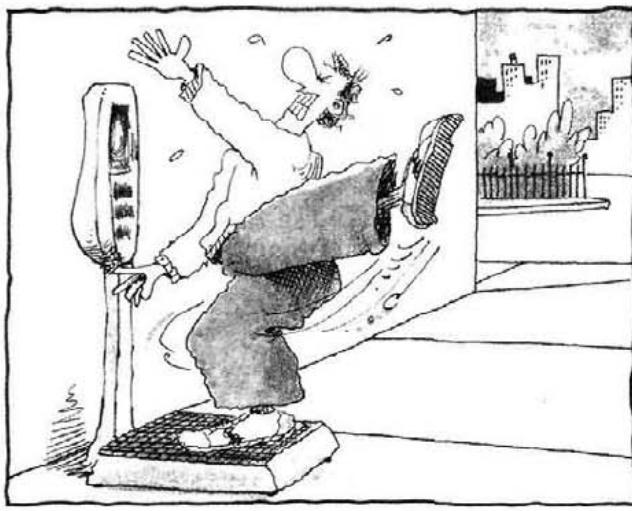
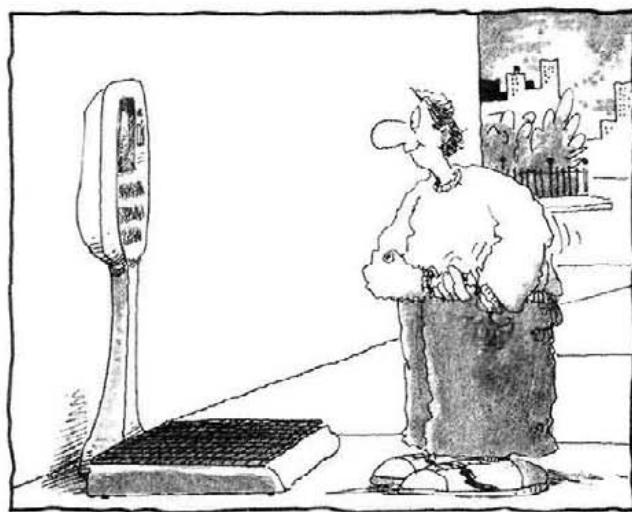
He doesn't have to—it's all right there on that computer disk! There's a code letter assigned to each and every Eddie Murphy routine: "W" for his Stevie Wonder schtick, "G" for his Gay schtick, "J" for his Jamaican schtick...every letter but "S"! What schtick does the "S" stand for?

Sequel schtick! See you in "Beverly Hills Slop, Part III"!

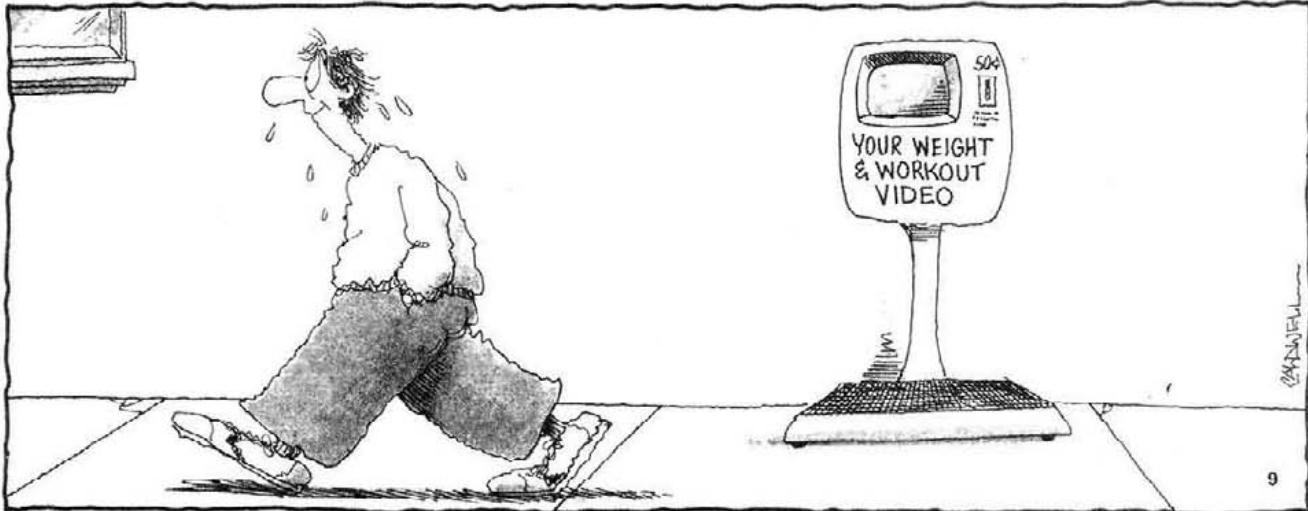


WEIGHT AND SEE DEPT.

DRAMA ON PAGE 9



ARTIST AND WRITER: JOHN CALDWELL



THE MAD DECI



0 dB



25 dB



50 dB



75 dB



100 dB

110 dB



...is the average volume of the worst singer in any given church congregation.

15 dB



...is the maximum level at which a person can listen to Barry Manilow before the onset of pain.

60 dB



...is the amount of "potential noise" stored up inside a stalk of celery, waiting to be unleashed.

.75 dB



...is the voice level of a guy asking a girl out on a date for the very first time.

70 dB



...is how much the noise level in a typical classroom drops when the teacher announces a surprise quiz.

68 dB



...is the difference in volume between the All-Nite Movie and "Bonzai Bob's" used car commercials.

47 dB



...is the amount of background hiss on a non-AT&T phone line you must put up with in order to save 30% to 60% on your long-distance bill.

2 dB



...is the amount of noise made by the average housefly (95 dB is the amount of noise made by the same housefly exploring your ear at 3 A.M.)

5 dB



...is the amount of late-night "mystery noise" required to throw the average city-dweller into a state of panic.

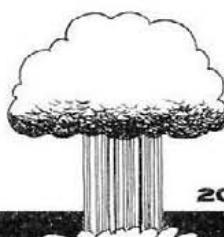
BEL (dB) SCALE

dB

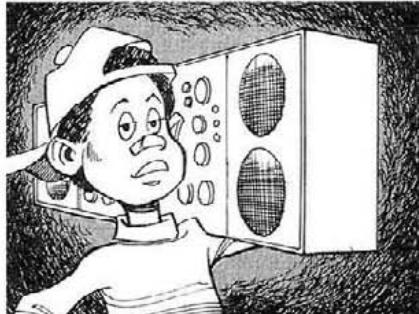
150 dB

175 dB

200 dB

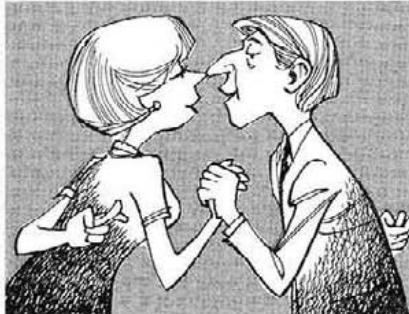


599 dB



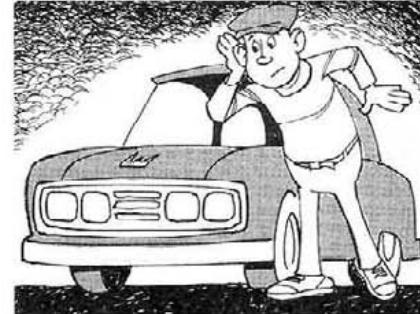
...is the lowest volume setting on a "boom box."

28 dB



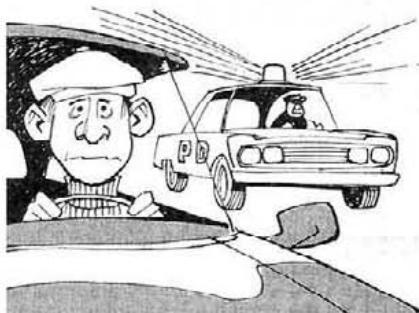
...is, for lovers, the sound level below which nothing said by either party should be believed.

.025 dB



...is the sound level of an engine noise at the time when noticing it could save you massive repair costs.

60 dB



...is how much louder a police siren seems when you are the one being pulled over.

40 dB



...is how much louder your stomach growls when it knows you're alone with a date.

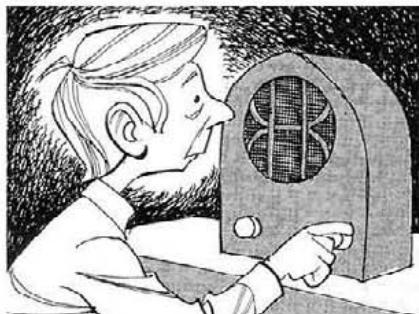
599 dB



...is the cumulative amount of "breathless swooning" emitted by Robin Leach in one episode of "Lifestyles of the Rich And Famous."

35 dB

WRITER: MIKE SNIDER



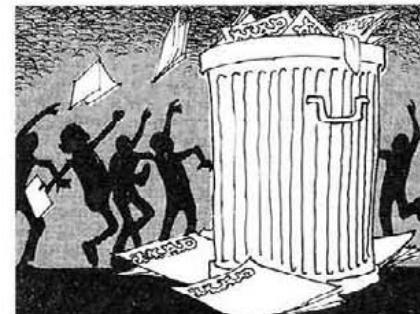
...is the amount of distortion on a top 40 station you're never quite sure is part of the music or just your cheap radio.

59 dB



...is how much louder an American tourist thinks he has to talk to make a non-English speaking person understand him.

2,198 dB



...is the cumulative sound made by MAD readers across the country groaning upon seeing yet another stupid "meter or scale" article.

How many times have you said to yourself, "I wish I had an eye in the back of my head right now," or "I could sure use a third arm to do this..." In other words, at times it would be fitting to have extra and customized body parts for doing certain jobs. What special body parts would certain people need to do certain things? The answer is at your fingertips (or whatever part of your body you're using to turn these pages!) as the biology experts here at MAD put their heads together to present

THE BODY PERFECT

ARTIST AND WRITER: DON EDWING

The Perfect Used Car Salesman

PERPETUAL 64-TOOTH SMILE

TO GAIN CUSTOMERS TRUST

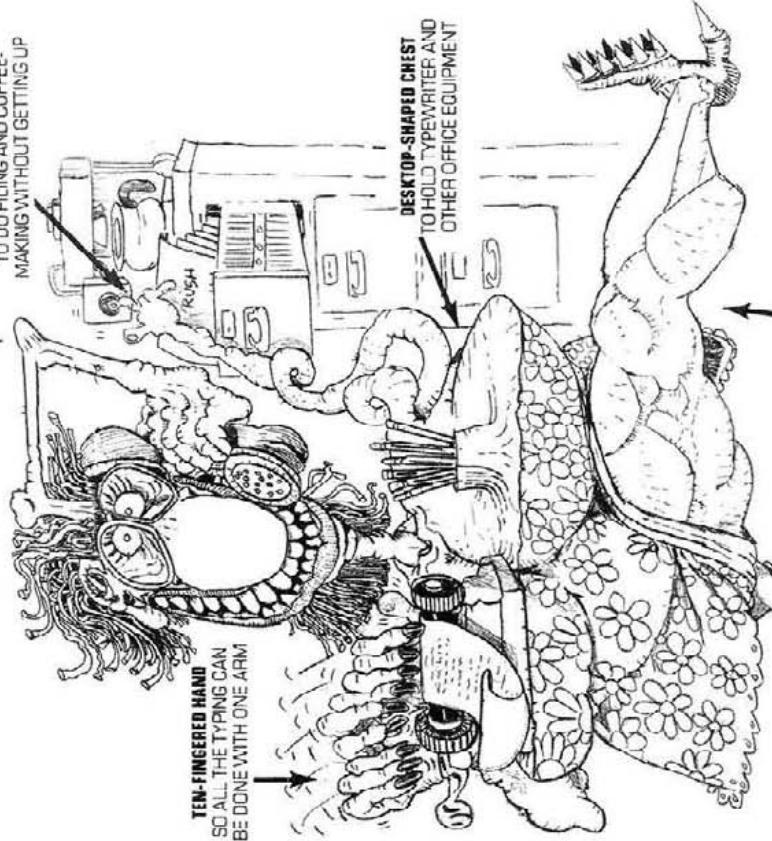


The Perfect Secretary

SUPER-LONG FLEXIBLE ARM
TO DO FILING AND COFFEE-MAKING WITHOUT GETTING UP

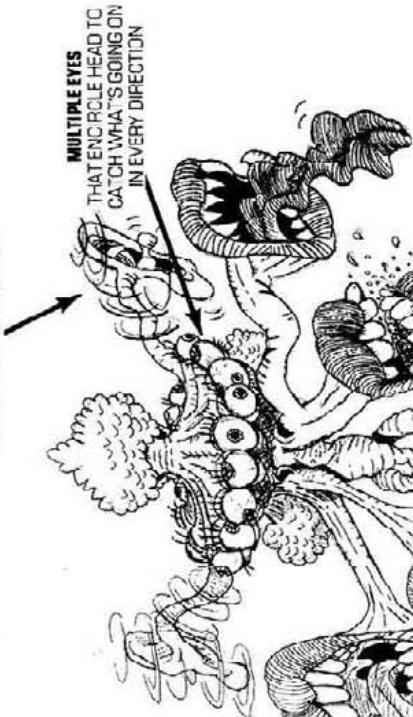
EXTRA FOREHEAD ARM
TO HOLD PHONE RECEIVERS

TEM-FINGERED HAND
SO ALL THE TYPING CAN BE DONE WITH ONE ARM

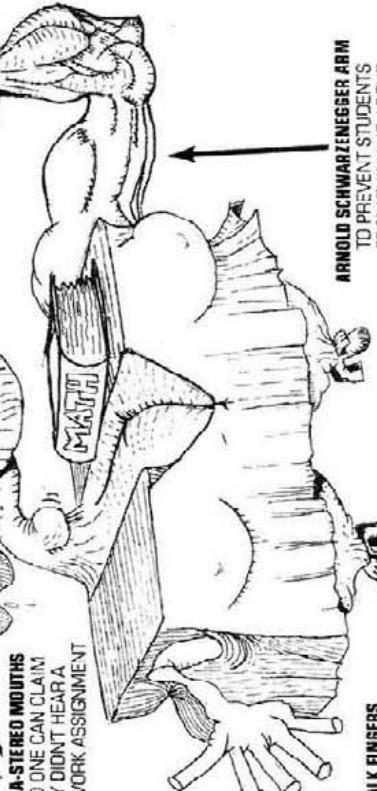


The Perfect Teacher

ROTATING RADAR EARS
TO PICK UP WHISPERS
AND GROANS MADE BY
STUDENTS DURING CLASS



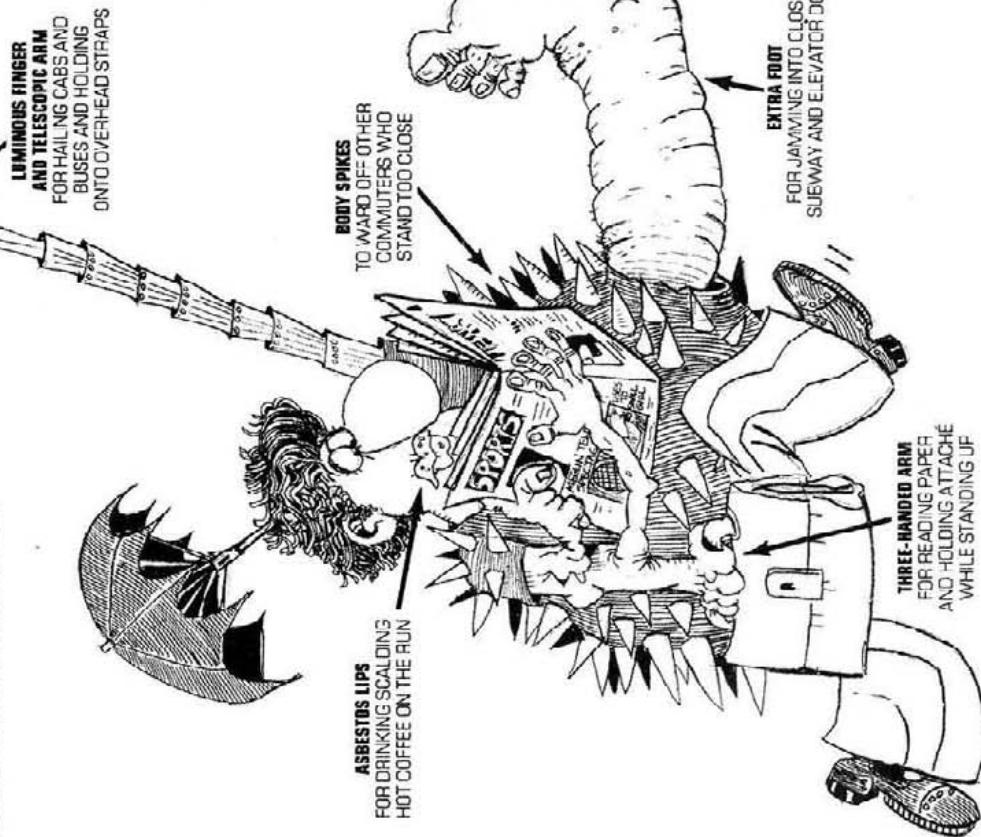
QUADRA-STEREOTED MOUTHS
SO NO ONE CAN CLAIM
THEY DIDN'T HEAR A
HOMEWORK ASSIGNMENT



CHALK FINGERS
FOR SCREECHING ON
BLACKBOARD WHEN
STUDENTS AREN'T
PAYING ATTENTION

The Perfect Commuter

OVERSIZED LEGS
TO BLOCK PEOPLE FROM
ENTERING THE BCSSS OFFICE
WITHOUT PERMISSION

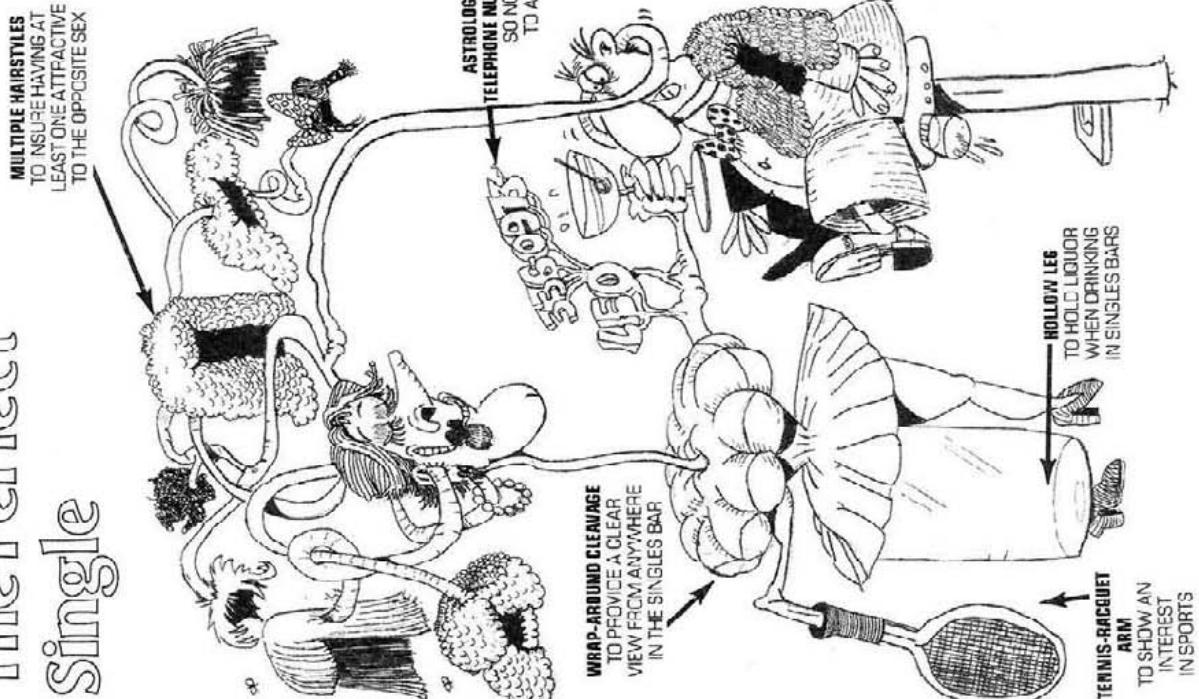


ASBESTOS LIPS
FOR DRINKING SCALDING
HOT COFFEE ON THE RUN



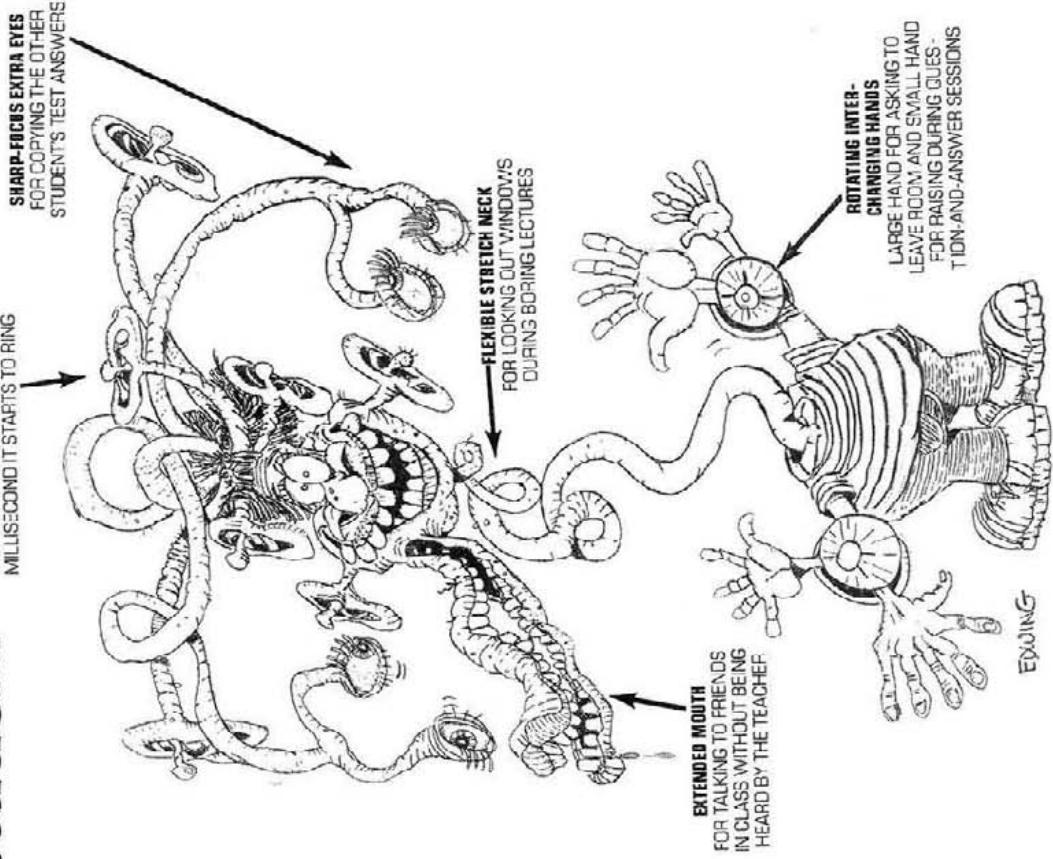
ARNOLD SCHWARZENEGGER ARM
TO PREVENT STUDENTS
FROM THINKING ABOUT
ACTING UP IN CLASS

The Perfect Single



The Perfect Student

SUPER SENSITIVE EAR
TO DETECT THE RECESS BELL THE MILLSECOND IT STARTS TO RING



FLOP, FLOP, QUIZ, QUIZ DEPT.

One way filthy rich TV game show producers become even more filthy rich is by spinning their shows off into home-version board games. We think this is outrageous! WE want to be the ones who get filthy rich! So we're offering our new version of a popular game show spinoff. Here's

MAD'S HOME VERSION OF JEOPARDY!

WRITER: J. PRETE

| TELEVISION | POTPOURRI | THE MOVIES | CURRENT EVENTS | FOREIGN PHRASES | MUSIC |
|---|--|--|--|---|--|
| 10 TV'S "ODD COUPLE" | SHE IS OFTEN REFERRED TO AS "OLD GLORY" | GROUP NAME FOR YOUNG H'WOOD ACTORS IN FILMS "ST. ELMO'S FIRE" & "THE BREAKFAST CLUB" | SCENE WHERE THE NICARAGUAN CONTRAS' MOST BITTER BATTLE TO DATE HAS BEEN FOUGHT | IN MEXICO: "¿OLVIDATE DE LAS MILLAS POR GALÓN, CUANTAS PERSONAS CABEN EN EL BAÚL?" | OLD MCDONALD HAD ONE |
| 20 BIG BIRD IS ONE OF THE MOST FAMOUS OF THESE | SCIENTISTS SAY IT ACTUALLY TAKES 23 HRS., 56 MIN. & 4.1 SEC. TO BE COMPLETED | HE WON BEST ACTOR IN 1985 | IN NEW YORK CITY, (718) & (212) | IN ITALY: "CHI L'HA APPRESO SULLA 'STUTUA DI DAVID'?" | HE MADE PURPLE RAIN |
| 30 IT FOLLOWS "THE TONIGHT SHOW" ACROSS MOST OF THE U.S. | IT BEGAN "LONG AGO, IN A GALAXY FAR, FAR AWAY..." | THE FULL NAMES OF THE THREE STOOGES | FOR MANY AMERICANS, HE AND NANCY ARE THE PERFECT COUPLE | IN AUSTRIA: "NA GAUT—SO HABN WIR AN NAZI ALS BUNDESPRÄSIDENT GWÄHLT—DER MANN BRAUCHTE EBEN AN POSTEN!" | SCIENTISTS SAY IT CONTAINS EVERY COLOR IN THE SPECTRUM |
| 40 THEY BECAME FAMOUS AS "TWO WILD & CRAZY GUYS" | ACCORDING TO THE OLD ADAGE, THIS "KEEPS THE DOCTOR AWAY" | MOVIE INDUSTRY EXPERTS SAY IT WILL PROBABLY TOP \$10 IN 2 YEARS | THE TERM FOR AN ATTACHMENT TO A BILL GOING THROUGH CONGRESS | IN FRANCE: "AU CUL LES AMERLOS! DONNE AUX TERRORISTS CE QU'IL VEULT!" | FEMALE SINGING GROUP OF WHICH VANNA WHITE IS FORMER MEMBER |
| 50 GERALDO RIVERA FOUND NOTHING WHEN HE OPENED THIS | HE DEFEATED JIMMY CARTER IN 1980 | FOR STAR TREK'S CAPTAIN KIRK, IT REPRESENTS "THE FINAL FRONTIER" | AS A TEAM, THE NY METS HIT 127 OF THESE IN 1986 | IN LEBANESE: لـ ٥٠ جـ ٥٠ مـ ٥٠ نـ ٥٠ سـ ٥٠ | CHAKA KHAN AND WANG CHUNG, FOR EXAMPLE |

(ANSWERS ON REVERSE)

MAD'S HOME VERSION OF JEOPARDY! ANSWERS

And remember, your answer MUST be in the form of a question!

| TELEVISION | POTPURRI | THE MOVIES | CURRENT EVENTS | FOREIGN PHRASES | MUSIC |
|--|---|---|---|---|--|
| WHO ARE DIANE SAWYER & MORLEY SAFER? | 1 WHO IS JOAN COLLINS? | 100 WHO ARE THE HAS-BEENS? | WHAT IS THE UNITED STATES SENATE FINANCE COMMITTEE ROOM? | WHAT IS, "FORGET ABOUT THE GAS MILEAGE, HOW MANY PEOPLE CAN FIT IN THE TRUNK?" | WHAT IS A GOITER? |
| WHAT ARE JOAN RIVERS LOOKALIKES? | 2 WHAT IS THE SUPER BOWL'S PRE-GAME & WRAP-UP SHOW? | 200 WHO IS KLAUS VON BULOW? | WHAT IS THE NO. OF FELONS ARRESTED EVERY HOUR, & THE NO. OF THOSE WHO WILL EVER SEE THE INSIDE OF A JAIL? | WHAT IS, "WHO HUNG THAT ON THE 'STATUE OF DAVID'?" | WHO IS THE CHIEF ENGINEER AT CHERNOBYL? |
| 3 WHAT IS 10 MINUTES OF FOOLING AROUND WITH YOUR WIFE? | 300 WHAT IS THE LIFE STORY OF RONALD REAGAN? | 300 WHAT ARE "DAN RATHER," "PETER JENNINGS" & "TOM BROKAW"? | 300 WHO IS SLUGGO? | WHAT IS, "OK, SO WE ELECTED A NAZI PRESIDENT OF OUR COUNTRY. THE MAN NEEDED A JOB!" | 300 WHAT IS CYNDI LAUPER'S HAIR? |
| 4 WHO ARE OLIVER NORTH & JOHN POINDEXTER? | 400 WHAT IS NO MEDICAL INSURANCE COVERAGE? | 400 WHAT IS THE PRICE OF A MEDIUM-SIZE POPCORN, NO BUTTER? | 400 WHAT IS A BRIBE? | WHAT IS, "SCREW THE AMERICANS! GIVE THE TERRORISTS WHATEVER THEY WANT!" | WHO ARE THE POINTER SISTERS? |
| 5 WHAT IS HIS FAN MAIL FILE? | 500 WHO IS JIMMY CARTER? | 500 WHAT IS LT. UHURA'S BEDROOM? | 500 WHAT ARE OPPOSING PLAYERS, ABUSIVE FANS AND OFF-DUTY HOUSTON POLICEMEN? | WHAT IS, "AM I CRAZY, OR WAS THAT ANOTHER CAR BOMB?" | WHAT ARE TWO SOUNDS MADE BY OPRAH WINFREY WHEN PUTTING ON HER PANTYHOSE? |



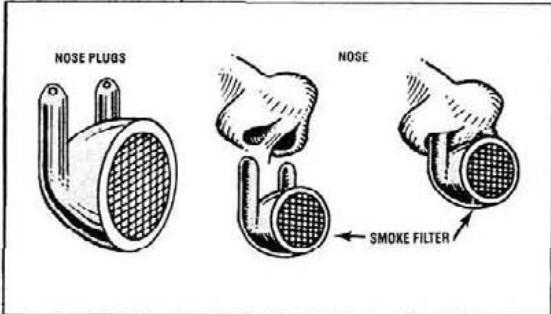
ALL JAFFEE DEPT.

When it comes to new inventions, all we ever hear about are the super sophisticated, high-tech marvels of industry, aerospace, defense and so on. But for most of us, this is meaningless. After all, how often do we have a need for a microprocessor-driven, laser-guided ingot-splitting device? For the kinds of problems *we* face, we'd much rather have (and desperately want!) these...

LOW-TECH INVENTIONS FOR EVERYDAY NEEDS

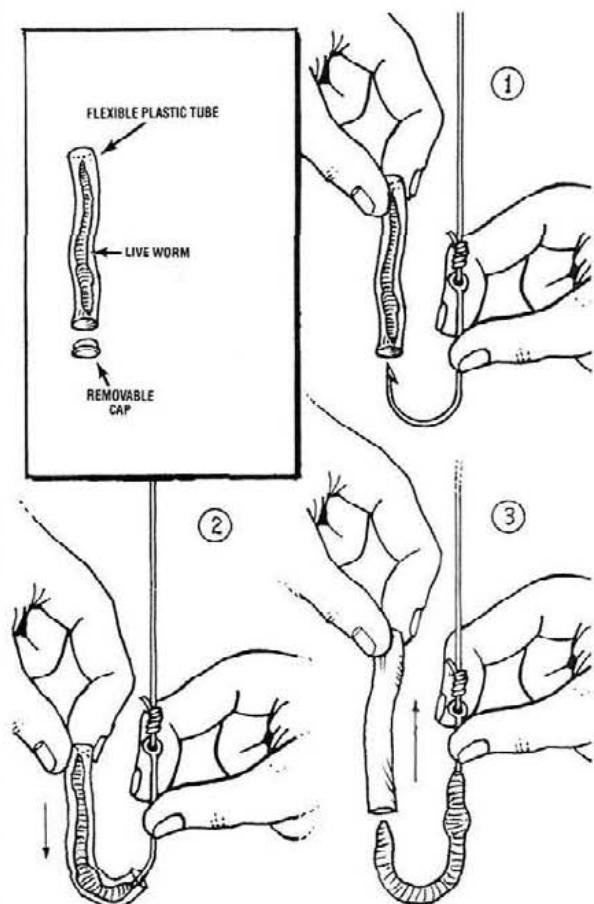
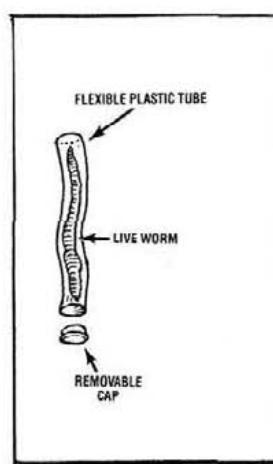
ARTIST AND WRITER: AL JAFFEE

THE NOSE HOSE



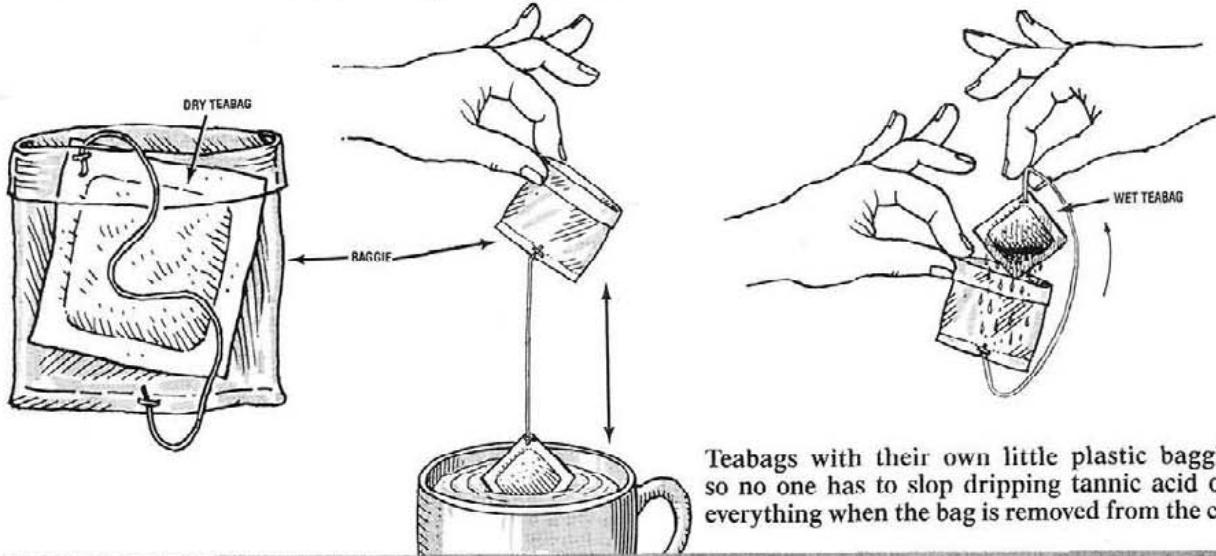
Simple, easy to wear nose plug filters smoke for people who can't avoid being in smoke-filled rooms.

THE FASTER MASTER BAITER



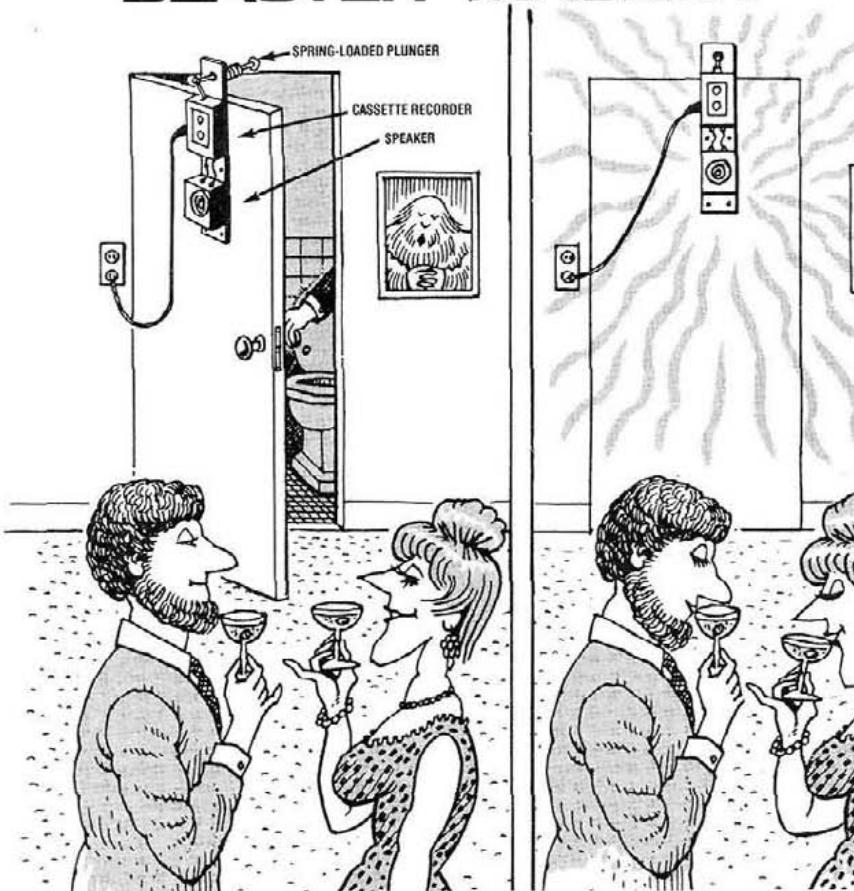
Fishing worms sold in soft plastic tubes. Queasy people can then place them on hooks without touching them.

THE NO SNAG, NON-SAG TEA BAG BAG



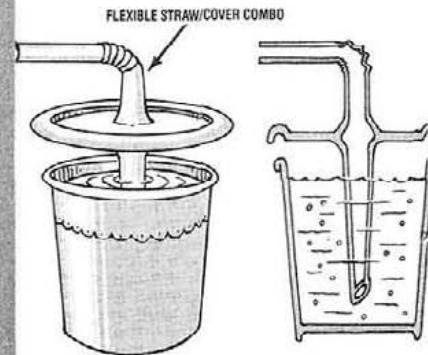
Teabags with their own little plastic baggies, so no one has to slop dripping tannic acid over everything when the bag is removed from the cup.

THE BATHROOM "BLASTER" MASKER



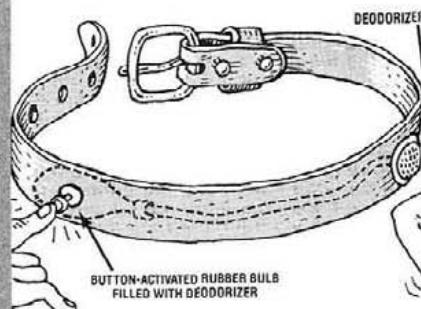
A spring-operated cassette player for attachment to bathroom doors in small apartments. Drowns out sounds that may embarrass company.

THE HIP NO



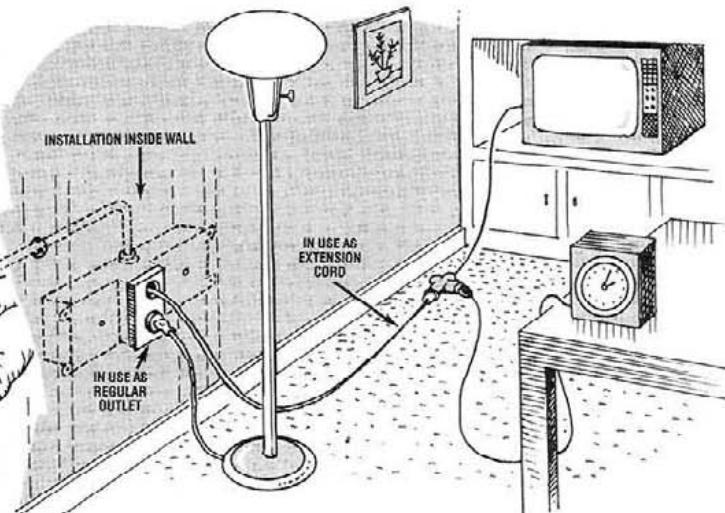
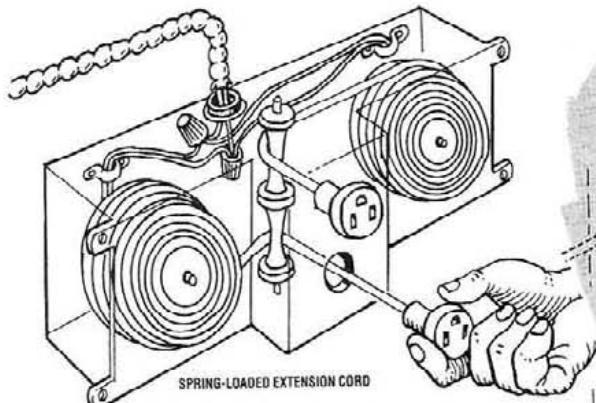
Take-out soda cup covers with built-

THE STENCH



A belt that, at the push of a button, releases strong deodor-

THE INSET OUTLET EXTENDER MENDER



Electric wall outlets with built-in spring coiled extension cords that can be used as both ordinary outlets and also as extension cords when needed.

-DRIP SIPPER



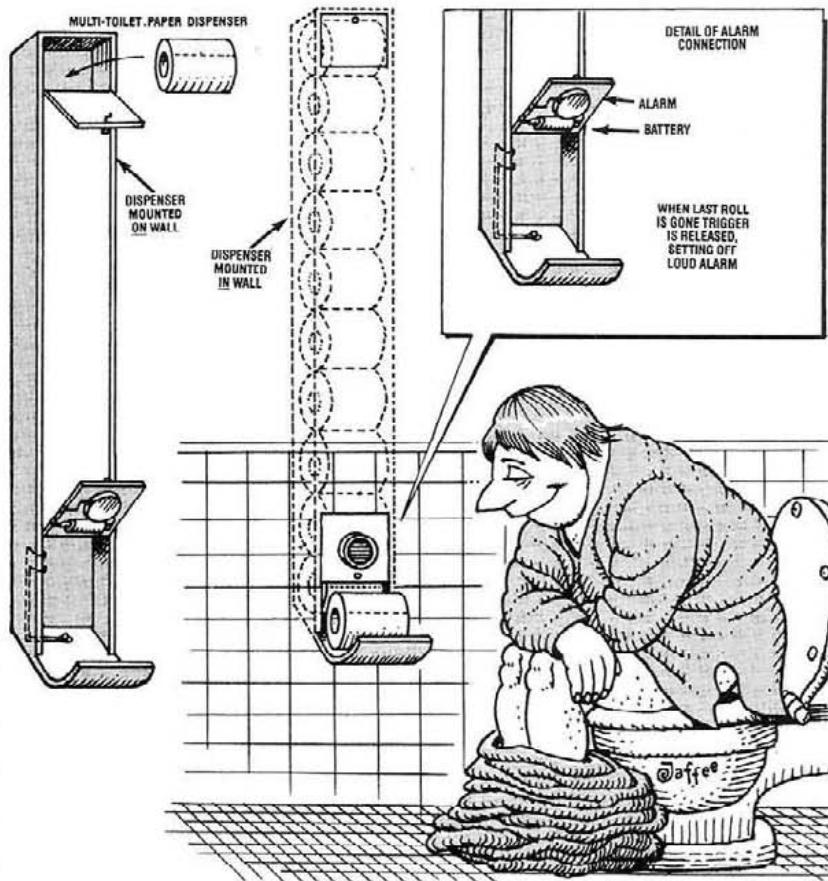
in straws for safe use while driving.

QUENCHER



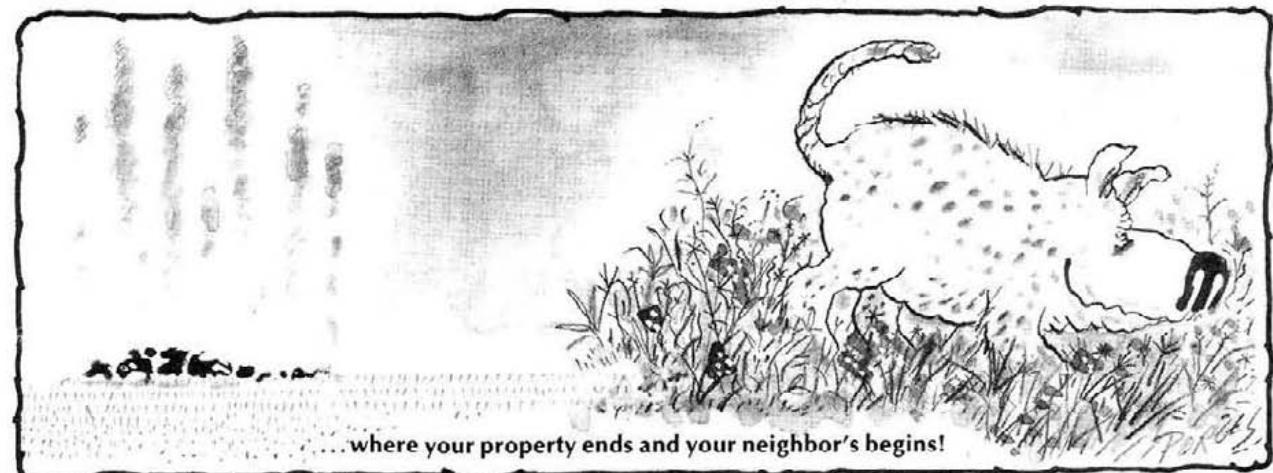
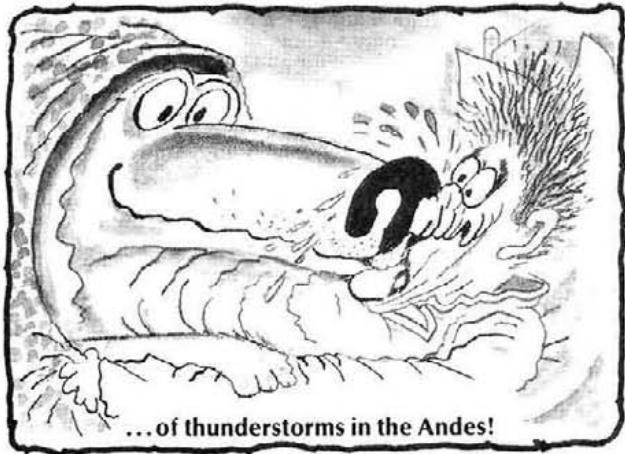
ants that mask foul smells when stuck in a hot crowded place.

THE NO-PANIC PAPER PURVEYOR



A large toilet paper dispenser that stocks a whole year's supply. The last roll is connected to a loud voice alarm that warns people not to sit down and start if the dispenser has not been refilled.

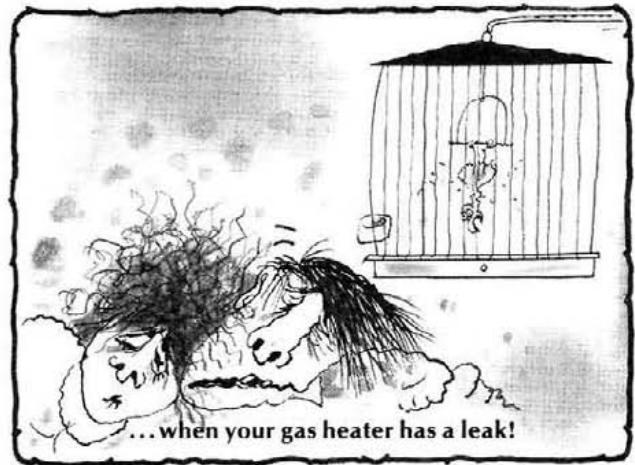
YOUR PET



KNOWS...



ARTIST AND WRITER:
PAUL PETER PORGES



PORGES

THE MAD MERCHANDISE MART

BECOME A DEEJAY!

Newscaster/Announcer

Extra/Flunkie/Janitor



**NO PREVIOUS EMPLOYMENT NECESSARY!
NO FUTURE EMPLOYMENT GUARANTEED!**

LEARN BY SITTING BEHIND AN ACTUAL RADIO AND TALKING
THROUGH THE SPEAKER!

SOME OF OUR TRAINEES ARE ALREADY LISTENING TO CBS, ABC AND NBC
AFFILIATES THROUGHOUT THE WORLD!

TAKE A BUSINESS-SIZE ENVELOPE AND SPEAK INTO IT IN LOUD, CLEAR TONES.
SAY YOUR NAME, ADDRESS AND HOME PHONE NUMBER INTO THE ENVELOPE.
ENCLOSE \$20 SO WE MAY DETERMINE IF YOUR VOICE IS STILL IN THE ENVELOPE
WHEN WE OPEN IT. IF IT IS, YOU HAVE THE KIND OF RESONANCE THAT WE
REQUIRE. SEND YOUR ENVELOPE TO:

DJ/NEWSCASTER/ANNOUNCER/EXTRA/FLUNKIE/JANITOR SCHOOL

14 Rich and Famous Lane, Robin Leach, Nebraska

MAKE BIG BUCKS!

SELL BURGLAR ALARMS TO YOUR NEIGHBORS!

If they won't buy because they think burglar alarms are worthless, sell their addresses to shady characters and make big bucks anyway! You can't lose! Send for info. Enclose \$2.00 postage and a large hacksaw. Mail to: Alarming Money-Making Plans, Cell 1717, Sing Sing, New York 10304

***** SONGWRITERS— DON'T BE RIPPED OFF!

Others may steal your songs! Let us determine if your song is worth stealing. Send us all copies of your music and lyrics. (Send us everything! Don't leave a single copy lying around in your home to be stolen!) If we feel your work is not suitable for stealing, we will return it and you pay just \$10 for our appraisal! If your stuff is worth stealing you won't hear from us again, but we guarantee you will hear your song on the radio! Remember, send all copies of your music and lyrics to: Tin Ear Alley, 87 Lionel Richie Road, Sondheim AZ.

They're Available In Dozens Of Shapes!
They're Available In Dozens Of Colors!
They're Illegal In Dozens Of States!
They're Responsible For Dozens Of Injuries And Deaths!

FIREWORKS

FIRECRACKERS! ROMAN CANDLES!
ASHCANS! SPARKLERS!

plus: HAND GRENADES! LAND MINES! TORPEDOES! EXOCET &
PERSHING MISSILES! NUCLEAR WARHEADS & more!

For FREE CATALOG, send an unmarked five dollar bill (just to cover postage, of course) to T.N.T. FIREWORKS, 11 Sparkler Lane, Kaboom, Kansas 10314.

I LOST 14 POUNDS THE
FIRST THREE MINUTES...

41 POUNDS THE FIRST WEEK...
133 POUNDS THE FIRST MONTH...
(And I only started out weighing 127 lbs.!)**

** Actual testimony will be on file if
this satisfied customer ever reappears!



Yes, it's the incredible...

ABDOMINAL SNOWJOB SLEEP-AWAY-FAT DIET!

NO EXERCISE! NO PILLS!
NO NONSENSE! NO REFUNDS!

(But you must sleep during breakfast, lunch and dinner and snooze during between-meal snacks!)

ACTUAL DOCTOR'S TESTIMONY:
"I've seen hundreds of diets in my life, but NFVFR one like this!"

OUR TRIPLE GUARANTEE

We will send you a diet guaranteed to put three times your original weight back on if you decide you looked better before trying the Abdominal Snowjob Sleep-Away-Fat Diet!

This incredible new diet plan was discovered by a registered nurse who was trying to come up with a better paste for hanging wallpaper. But her secret formula can now be yours!

RUSH ORDER FORM

Abdominal Snowjob Diet Plan
10 Love Handle Lane
Fat Chance, III 225+

Yes! Please rush my order so I can start losing weight immediately! I understand that if I don't hear from you in three or four months I may start losing weight anyway just from worrying about my order, so I can't go wrong!

- 4-Week Supply \$19.95
- 8-Week Supply \$45.98
- 12-Week Supply \$72.35
- Calculator to check our math: add \$12.95

NAME _____
ADDRESS _____
CITY _____ STATE _____

THE MAD MERCANDISE MART

HOMEWORK PROBLEMS?

For only \$5 we will complete one term paper on any subject. For \$25 we will complete six term papers on any subject.

SAVE EVEN MORE!

Send us \$100 and we'll send you a diploma! (Yearbook \$10 extra.)



School of Higher Education
Box 100001
Aldorado, New York

Actresses!

We are looking for sincere talented girls to appear in an all-nude version of Shakespeare's "As You Like It." Here is your chance to be seen and handled by top agents and producers! Send nude photo (or a bunch if you have them) to: Shakespeare-in-the-Buff Festival Auditions, c/o The Wild Pussycat Strip Joint and Pizza Palace, Las Vegas, NV 89121

GENUINE FAKE I.D.'S DRIVER'S LICENSE! MEDICARE CARD! SOCIAL SECURITY CARD!

So authentic they will fool any government agency! Get on welfare roles! Receive unemployment checks! Use food stamps! Bilk the government out of hundreds of thousands of dollars! Obviously we offer these I.D.'s "For Fun Purposes Only." For complete catalog send your name, address and proof that you're not a federal agent to: Fake I.D., 21 Wedtech Lane, Bronx, NY.



Murry's House Of Health VITAMIN SALE!

MULTI-ALPHABET VITAMINS!

BRAND NEW!



A to Z VITAMINS!

Released in Alphabetical Order!

100 tablets \$12.99

MULTI-ALPHA VITAMINS with EXTRA VOWELS!

More than 10 times your body's needs for vitamins A, E, O, and U!

100 tablets \$18.95

VITAMIN U TABLETS!

The much-needed vitamin if you want to use the other vitamins you take to spell dirty words!

100 tablets \$22.95

HIGH FIBER SUPPLEMENTS!

FORGET BRAN, OATS AND THOSE OTHER "KIDDIE" FORMULAS! MURRY HAS...

OAK...TEAK...and now...MAHOGANY!...mix in cereals, juice, eggs etc. Or mix with Elmer's Glue and make tabletops, floor tiles, book shelves etc. Only \$9.99 per pound (add \$3.98 extra for building plans).

VITAMIN E



(Can be taken face down as Vitamin M)

100 tablets \$15.95

REMEMBER:

In the words of Murry, our founder, "Vitamins, they can't hurt and they just might help!" (And don't forget, Murry's next-door neighbor is a doctor!)

HAIR VITAMINS!

30 Day Supply \$18.95

(Please state where you would like hair to grow.)

Murry's House Of Health

300 OUTLETS!!!



Unfortunately, they're all located at the same address!
4711 Gary Null Drive, Steroid, Arizona. Mail and phone
orders accepted, except from government and FDA officials!

THE BALLAD OF

DR. RUTH

(with apologies to Rudyard Kipling, although we're pretty sure he doesn't care one way or the other)

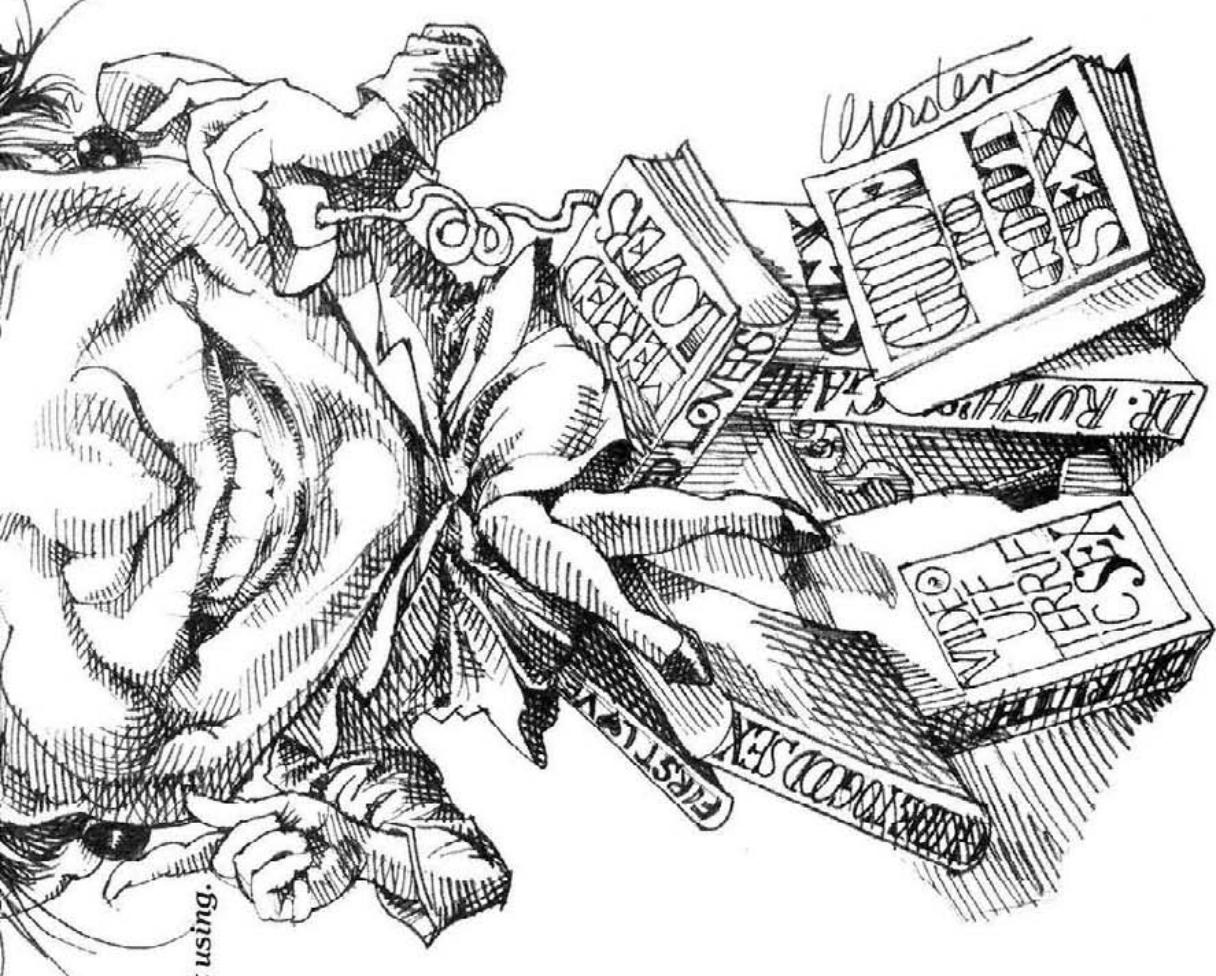
*You can talk of phone-in sex
And those movies rated "X,"
Full of orgies with a dozen people ballin';
But if you're stripped for action
And you can't get satisfaction,
There's a chubby little gal you should be callin'.*

*Now she ain't no Donna Mills,
And her shape won't give you thrills,
As you know, if you have seen her once or twice,
But for folks in search of kicks,
She's got such a bag of tricks
That Joan Collins even calls her for advice.*

*Hey there, Ruth! Ruth! Ruth!
Help that lady and her boy-friend in Duluth!
Show her how to use persuasion
So he'll rise to the occasion;
Only you alone can save 'em, Dr. Ruth!*

*Well, she sure rakes in the dough
From her syndicated show
And her books and home cassettes in full supply;
And it wouldn't be surprisin'
If real soon she's merchandisin'
Her own line of contraceptives folks can buy.*





*She was there to save the day
For that couple in L.A.,
Who complained that sex was utterly confusing:
They were worried and uptight,
But Dr. Ruth, she set 'em right
When she showed 'em sev'ral parts that they were*

For it's Ruth! Ruth! Ruth!
Start 'em out real nice and early in their youth!
Show good sex is not beyond 'em
Once they're handy with a condom;
We can count on you to tell 'em, Dr. Ruth!

No one else could get away
With the stuff they let her say;
She don't ever show the slightest inhibitions;
Even Hefner, so it's said,
Blushes sev'ral shades of red
When she starts in demonstratin' new positions.

*She's no preacher like you see
Sunday mornings on TV.
Who all promise you salvation for a price;
You can keep your PTL—
Dr. Ruth does twice as well
In showin' folks the way to paradise.*

Yes, it's Ruth! Ruth! Ruth!
Ridin' higher ev'ry day, and that's the truth!
Prouin' if you're cute and clever
Sex will sell as good as ever,
You're a crafty little number, Dr. Ruth!

NEW CARS



BERG'S-EYE VIEW DEPT.

THE LIGHTE

OLD FRIENDS

Norman Brown! You old son of a gun! I haven't seen you in years!

I'm not Norman Brown!

Sure you are! You lived on West 27th Street, you have two brothers, Ray and David, you went to Bayonne High...

Sorry, but I'm afraid you're wrong on all counts!

Gee, he sure has changed a lot!



HOMEWORK



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

PRIORITIES



COMMUNICATION



RELATIONSHIPS



FOOD



APPEARANCES



TASTE



ASSERTIVE ACTION



THE TELEPHONE



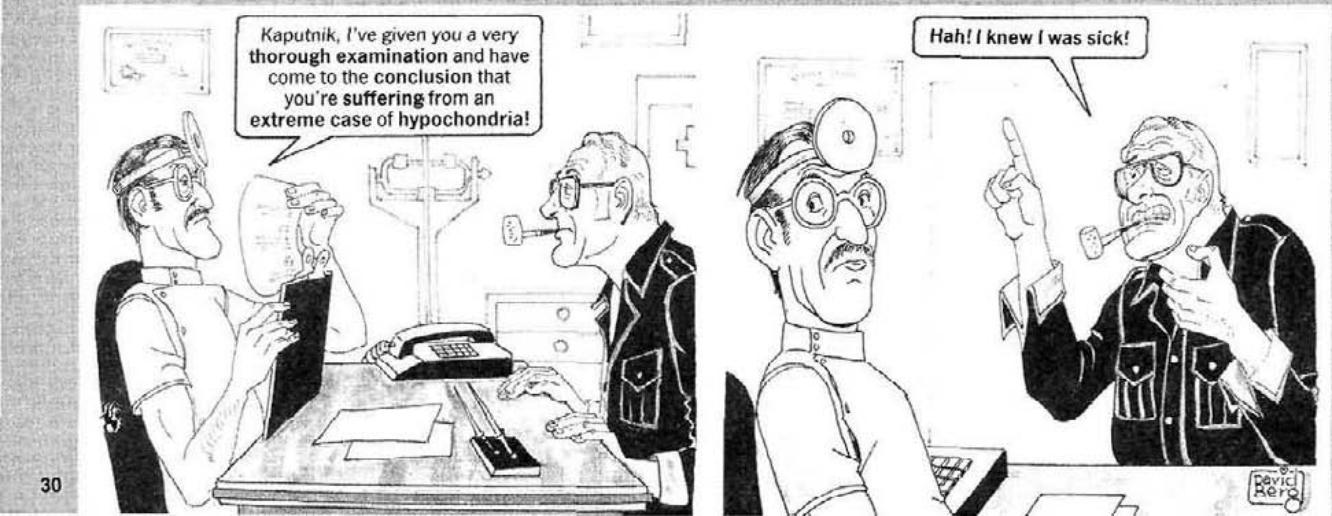
ACHES AND PAINS



GUILT

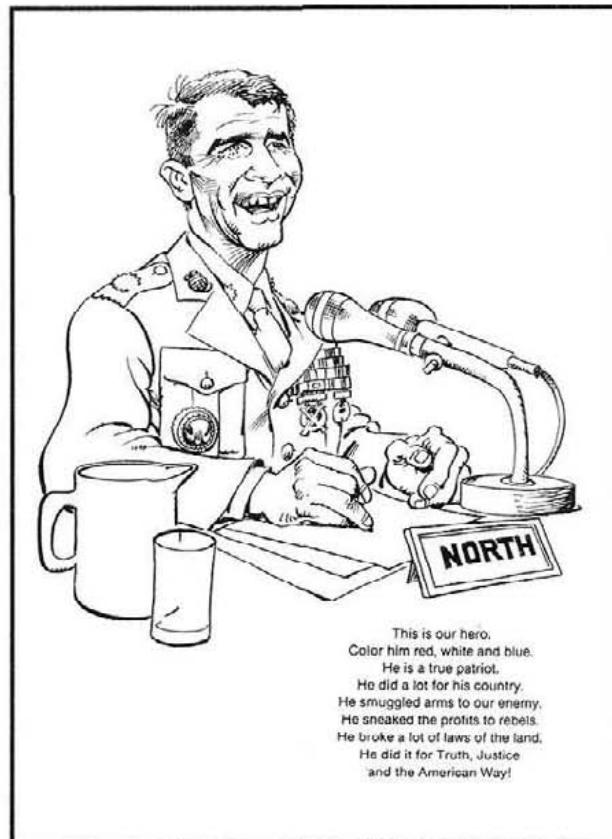
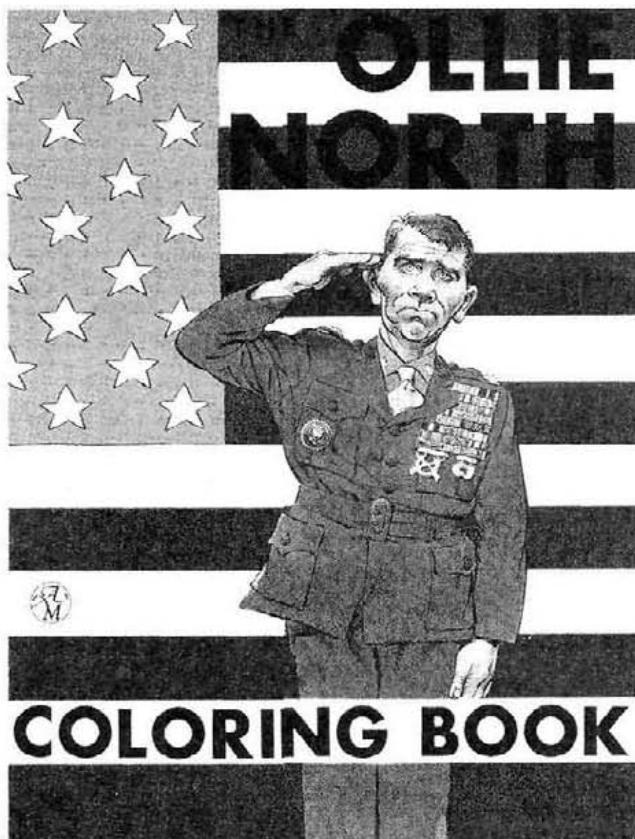


DOCTORS



BETTER SHRED THAN READ DEPT.

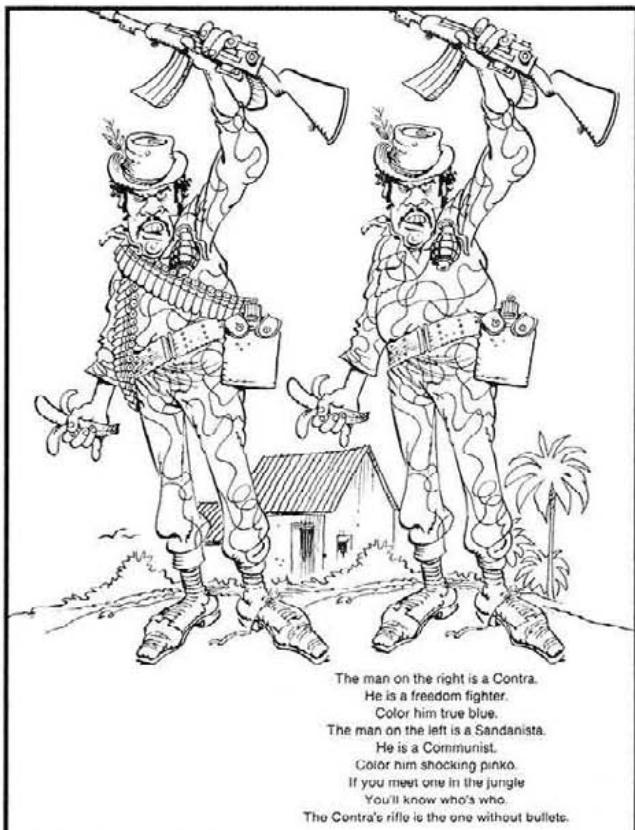
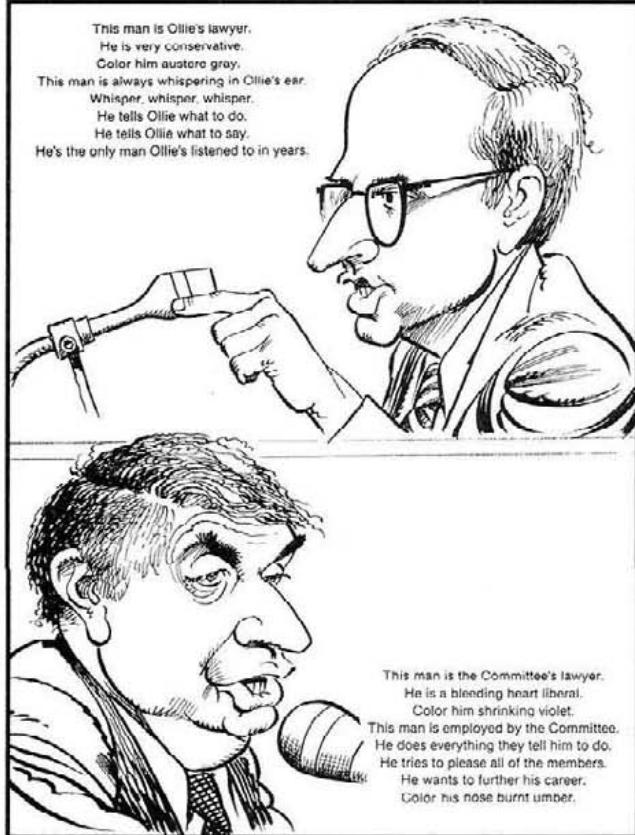
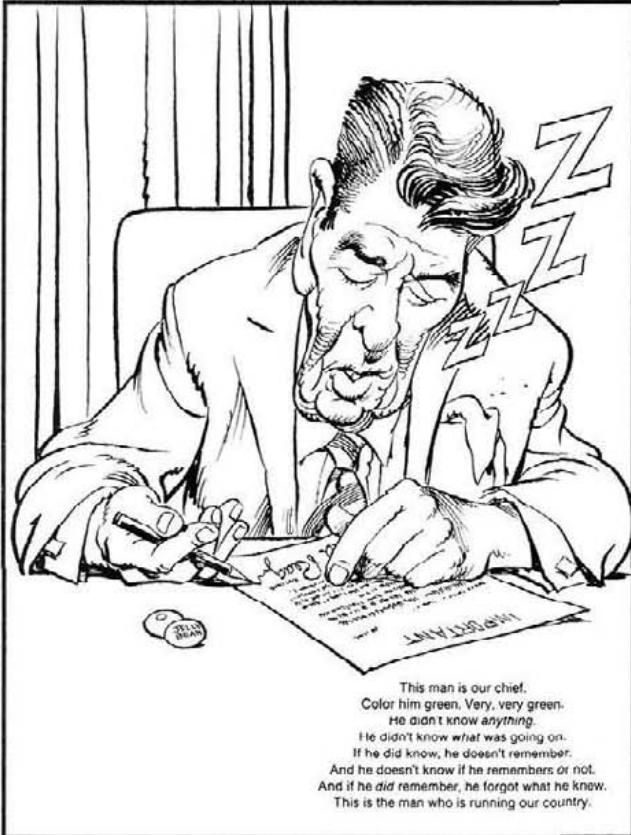
AND NOW MAD PROUDLY PRESENTS THE UNSHREDDED EXCERPTS FROM...

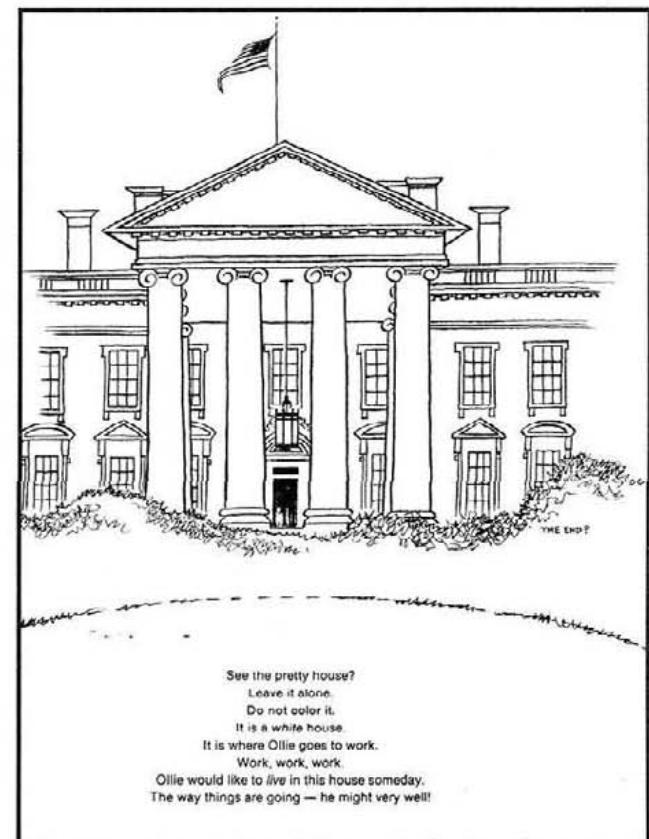
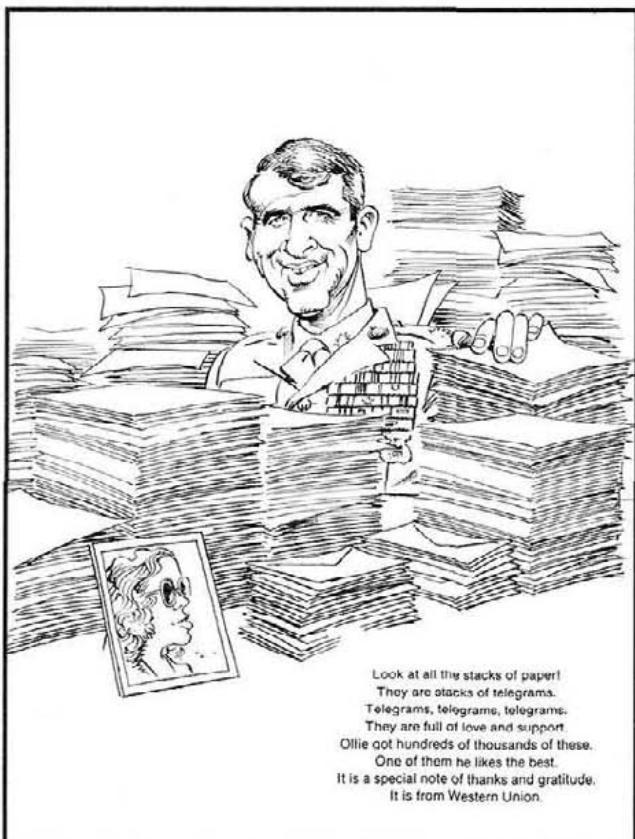
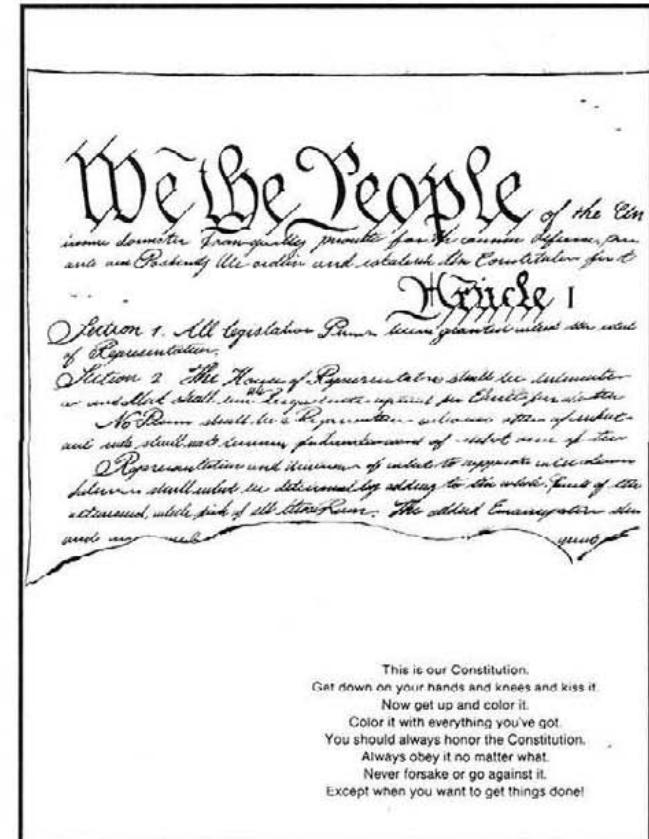


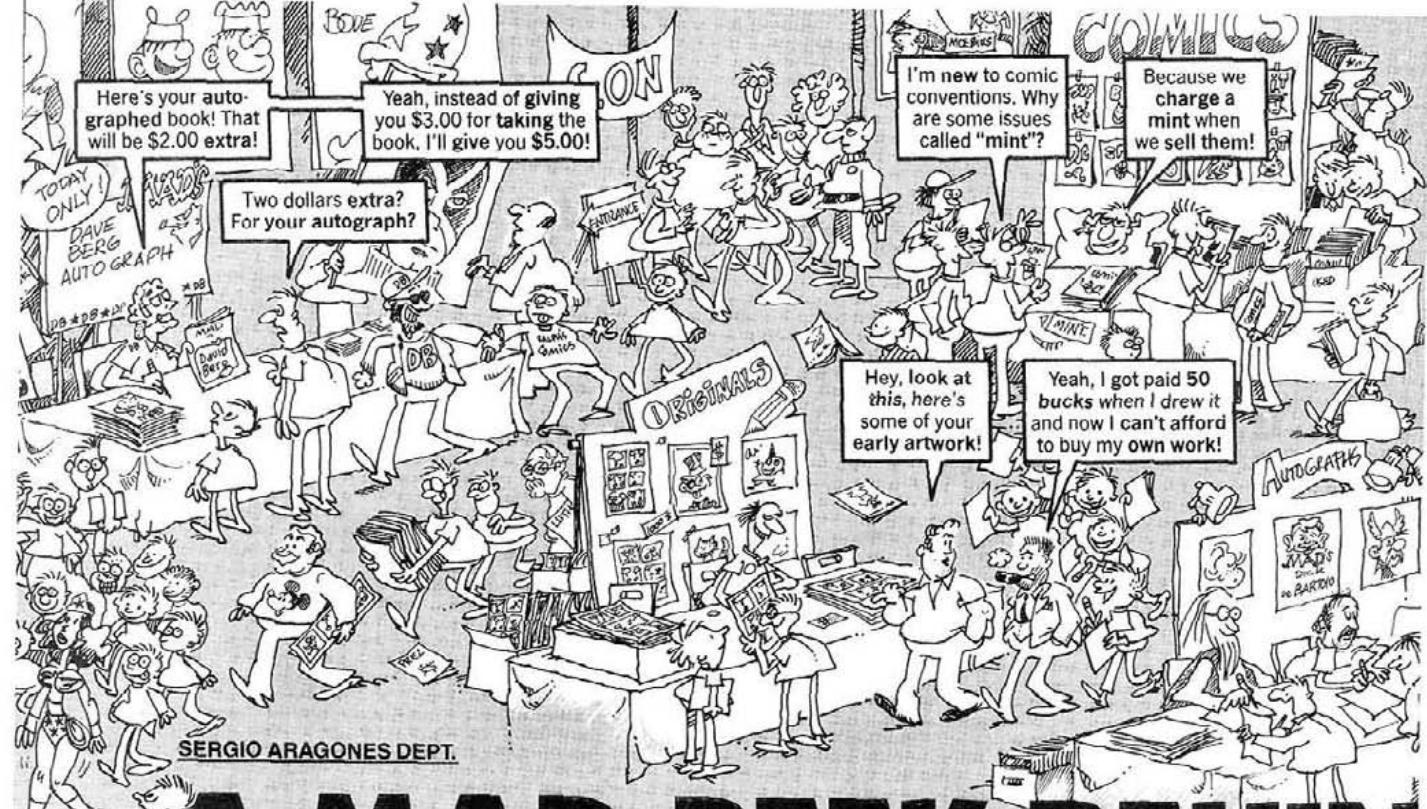
From "The Ollie North Coloring Book" by Mort Drucker and Paul Laikin. Reprinted by permission of Paul Burke Publishing. Copyright © 1987 by Mort Drucker and Paul Laikin.



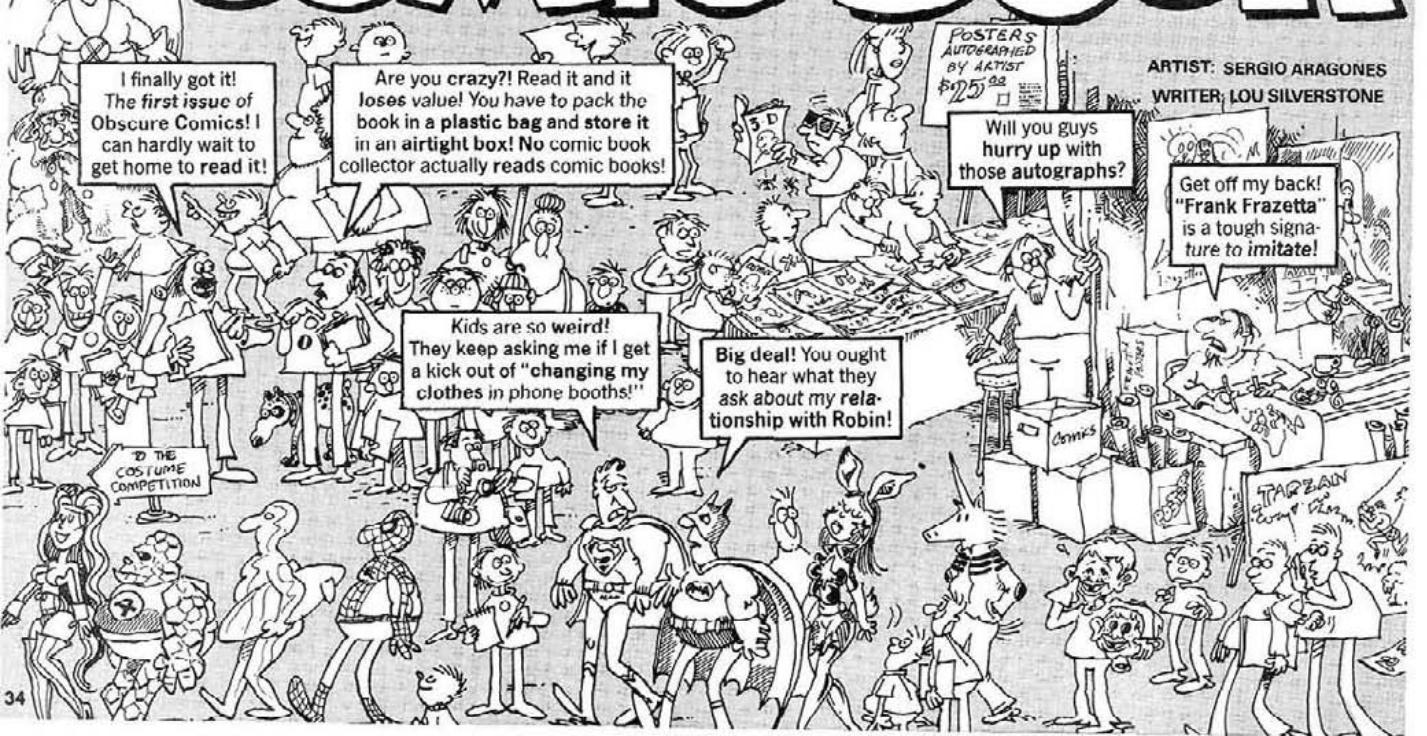
This is the Committee.
Color them blue in the face.
They want to know everything Ollie did.
Nosey, nosy, nosy.
They don't like Ollie fooling them.
They don't like Ollie cheating on them.
They don't like Ollie just ignoring them.
Picky, picky, picky.

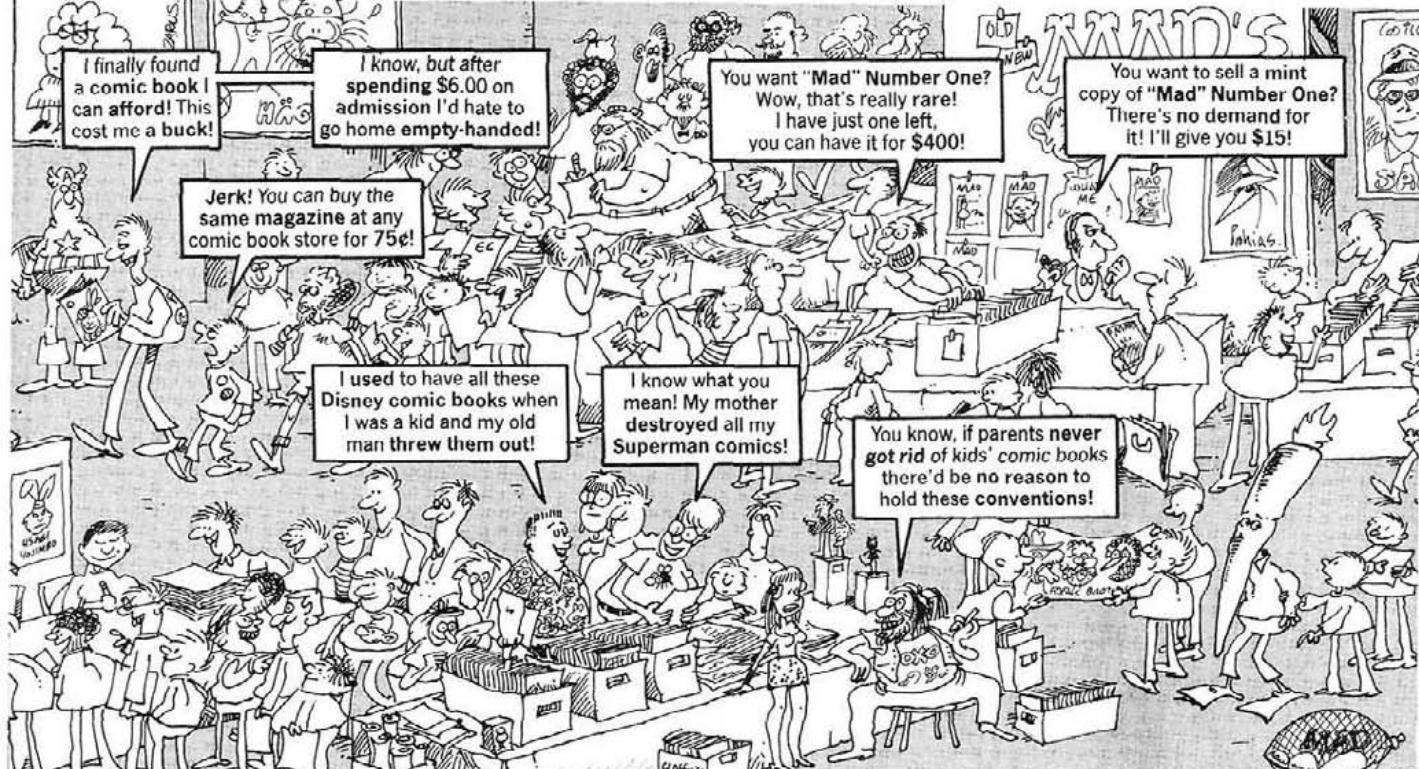






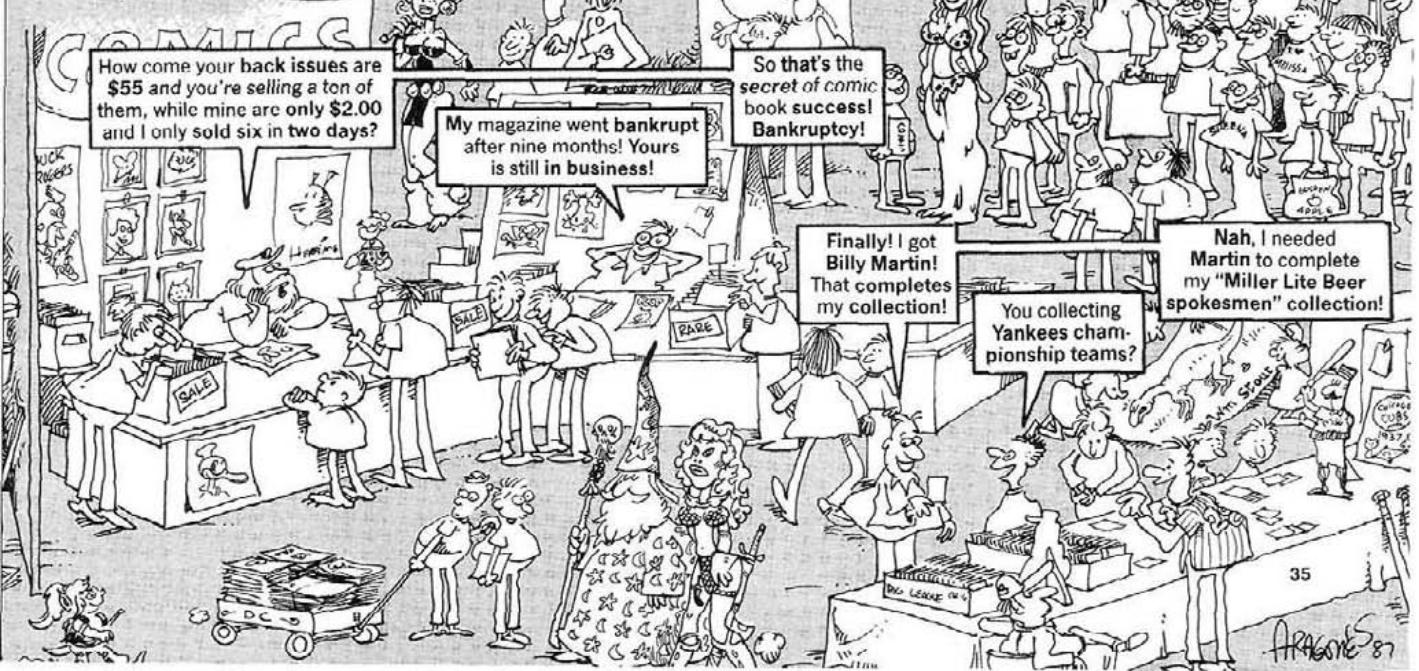
A MAD PEEK BEHIN COMIC BOOK





BEHIND THE SCENES AT A CONVENTION

IDEA BY: JOEY TOWNSEL



There are so many TV talk shows being created and cancelled these days that you can't keep up with them all even if you have *three* VCRs! So of course you're probably wondering how particular talk show hosts might handle themselves in particular situations. Well, wonder no more because, as usual, we brains at MAD have done all the work and compiled the data in a handy reference tool we call...

Mad's Guide To Talk Show Hosts

IF THE GUEST WAS A NOBEL PRIZE-WINNING NUCLEAR PHYSICIST...

...Johnny Carson would rush through the interview to save plenty of time for Loni Anderson.

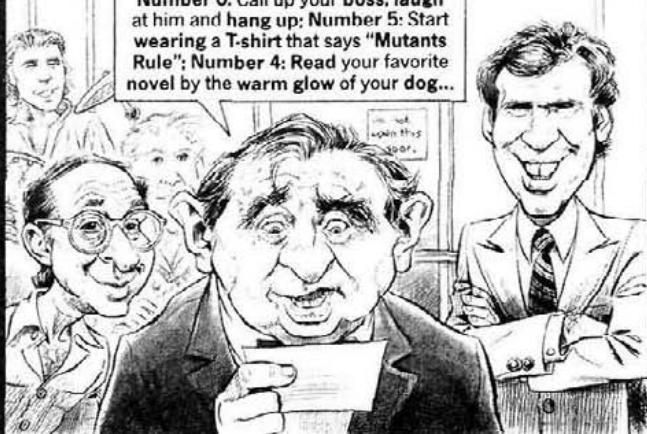
Thanks for having me here, Mr. Carson. Gamma Particle Research is a relatively new science...

Right, Professor. To sum up, I guess that during a nuclear attack, it'll be so hot that the Rodeo Drive Baskin-Robbins will be selling 31 different flavors of soup! We'll be right back after this message!



...David Letterman would ask him to read a list of the "Top Ten Things To Do During a Nuclear Holocaust."

Number 6: Call up your boss, laugh at him and hang up; Number 5: Start wearing a T-shirt that says "Mutants Rule"; Number 4: Read your favorite novel by the warm glow of your dog...



...Max Headroom would question him about golf.

Those Gamma Rays do fascinate me, you sensuous scientist, but what I really want to know... how should I ph-ph-phrase this... You golf? I mean, heh heh, is putting new to you? Don't answer! Ponder th-this mind-bender instead instead instead. Why do you suppose Jack Nicklaus never won a Nobel P.P.P.-Prize?? Tell ya what, let's imagine we're on the 18th hole at ground zero...



IF THE GUEST WAS A BUSTY YOUNG STARLET PROMOTING HER NEW FILM...

...Phil Donahue would ignore the film and badger her with lots of questions about sexual harassment in Hollywood.

Isn't it true you slept with the producer of this film to get your part?

But my husband produced this film!

But won't you have to sleep with the producer of your next film to get that part? Isn't the entire film industry a tangled web that chews up and spits out innocent girls like you? Caller, are you there?



...Joan Rivers would use the opportunity to put down other female stars who are less well-endowed.

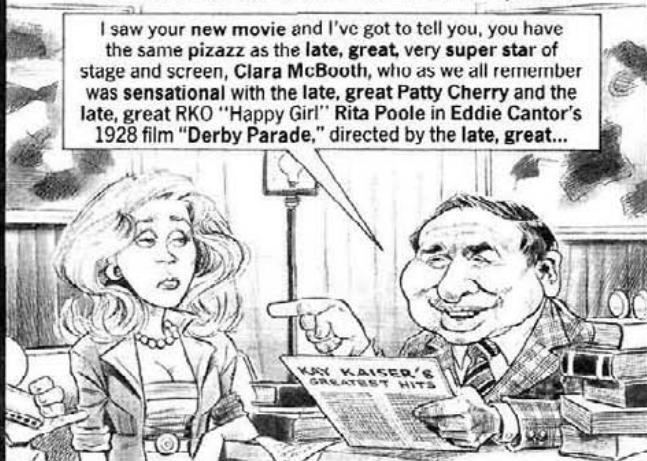
It was great fun having a chance to work with...

You know, you're very lucky. Cher could use your bra as a hammock...It's true! I saw a picture of Molly Ringwald's chest on a milk carton labeled "missing"...Oh, grow up!!



...Joe Franklin would waste everyone's time comparing her to obscure actresses who have been dead for over 30 years.

I saw your new movie and I've got to tell you, you have the same pizazz as the late, great, very super star of stage and screen, Clara McBooth, who as we all remember was sensational with the late, great Patty Cherry and the late, great RKO "Happy Girl" Rita Poole in Eddie Cantor's 1928 film "Derby Parade," directed by the late, great...



IF MARLON BRANDO MADE A RARE TALK SHOW APPEARANCE...

...Joan Rivers would make him the butt of some of her tiresome "fat" jokes.

Tell me, Marlon, is it true in your next movie you'll be playing the part of a street gang? I mean, come on, I heard the phone company just gave you your own area code! Marlon! You are a Streetcar Named Desire!



...Johnny Carson would have him appear in an "Art Fern Tea Time Movie" sketch.

Losing your hair? Follicles falling? Instead of hair spray do you find yourself reaching for Turtle Wax? If so, come to Toupee City like my friend baldo here... Why be the laughing stock of your neighborhood when you can be the laughing stock of the entire L.A. area! Take the Ventura Freeway to the Slosson Cutoff...



...Dick Cavett would hog the spotlight by spending more time introducing Marlon Brando than he would interviewing him.

...of course anyone familiar with my guest's career will surely remember his controlled rage in "The Godfather," which served as a prelude to his muddled verbiage in "Apocalypse Now." Also, one can't forget...Oh, I've just been told that we're out of time. Goodnight!



IF A SURPRISE CAMEO WALK-ON WAS MADE BY MADONNA...

...David Letterman would coerce her into taking part in "Stupid Pet Tricks."



...Joe Franklin would make her share the panel with his usual group of unknown, no-name guests.



...David Brenner would be so stunned that such a big star would choose to appear on his show rather than Johnny Carson's that he'll be unable to say anything coherent.



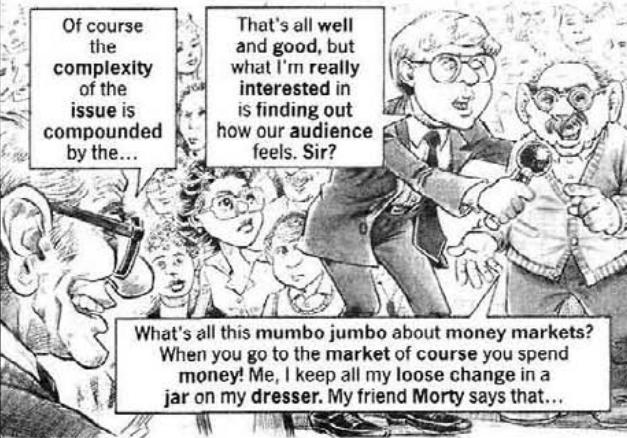
IF MALCOLM FORBES WAS INVITED TO EXPLAIN THE WORLD MONETARY FUND...

...Dick Cavett would find a way to drop the names of dozens of celebrities he claims to be close personal friends with.

I was just talking about banking with my pal Woody Allen yesterday. We were having lunch with Jackie O. and Liza—which reminds me of a story. Dustin Hoffman called me last week to get Yoko's phone number when who should knock on my door but my buddies Alan Alda and Bette Midler...

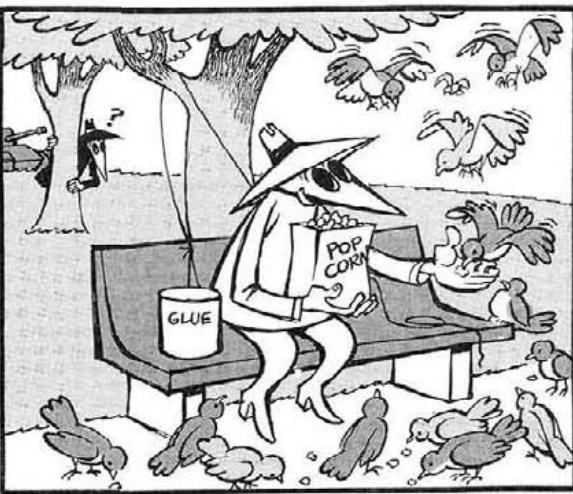


...Phil Donahue would spend most of the show listening to the opinions of audience members who are totally unqualified to discuss the subject with any intelligence.



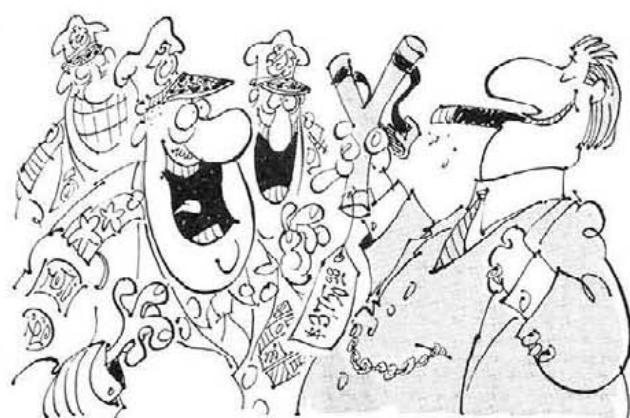
...Oprah Winfrey would do exactly the same thing Phil Donahue does, but be overly emotional about it.







...the medical researchers we're expecting to find a cure for AIDS and cancer are the same ones who have been completely stumped by the annoying common cold for 100 years!



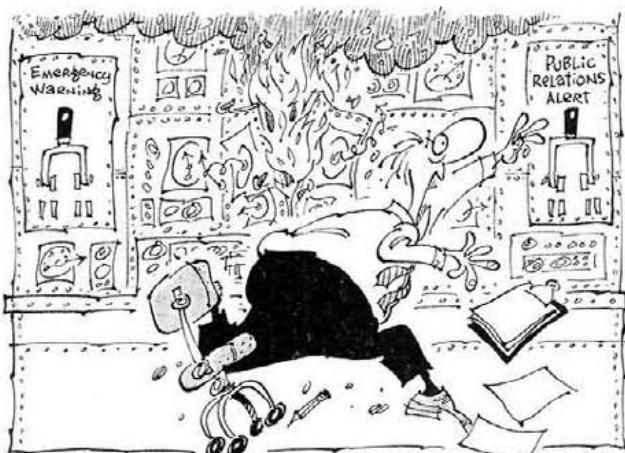
...the "Star Wars" defense, if ever approved, would be built by the crooks who charge \$600 for a hammer, and be operated by the cretins who were stupid enough to buy those hammers!



...most states have more formalized training and licensing requirements for hairdressers than they do for owners of cheap handguns!

WE THOUGHT THE GOOD FRIGHT DEPT.
An IRS audit, riding the subway in New York City, the threat of nuclear war, or being locked in a room with Don King—

**It's really
SCA
to think**



...the nuclear power industry still refers to a near catastrophic melt-down which cost \$1 billion to clean up as a "minor incident"!



...psychiatrists—those claiming expertise in helping others deal with their problems—have the highest suicide rate of any profession!



...the only thing standing between us and fatal food-poisoning is the Food and Drug Administration—an agency that says it's okay to have up to 14 rat droppings in a 10 ounce can of chili.



...for every one television show that gets on the air, there are a dozen others even worse that the networks turn down and we never see!

the mere thought of these things terrifies us. But they're not so bad when compared to *really* horrific stuff. For example...

ARTIST: PAUL COKER

WRITER: MIKE SNIDER

ARY that...



...the huge multi-national banks controlling the entire world's economy are totally inept at keeping your measly little savings account straight!

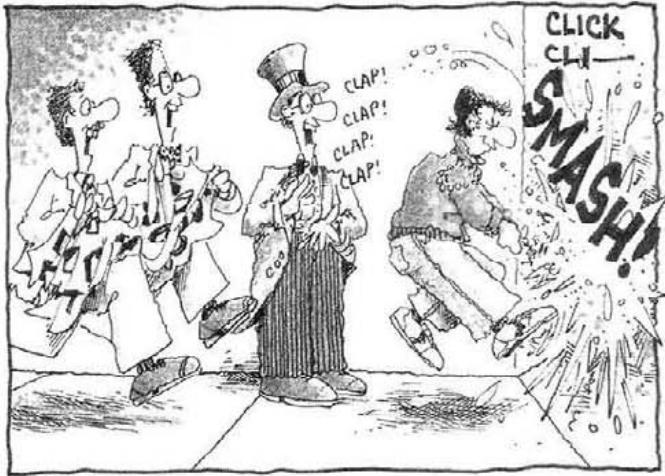
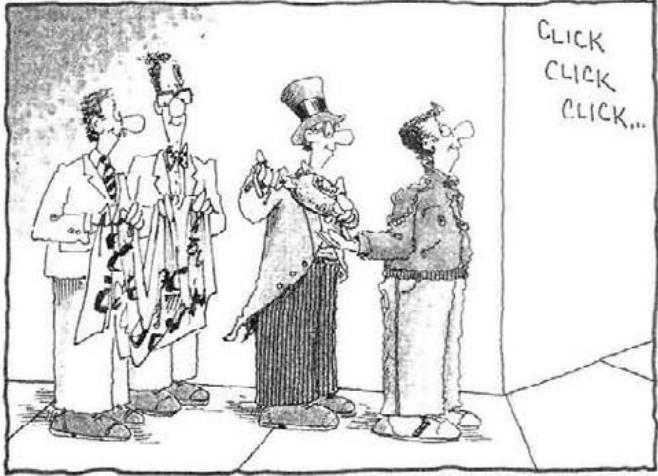
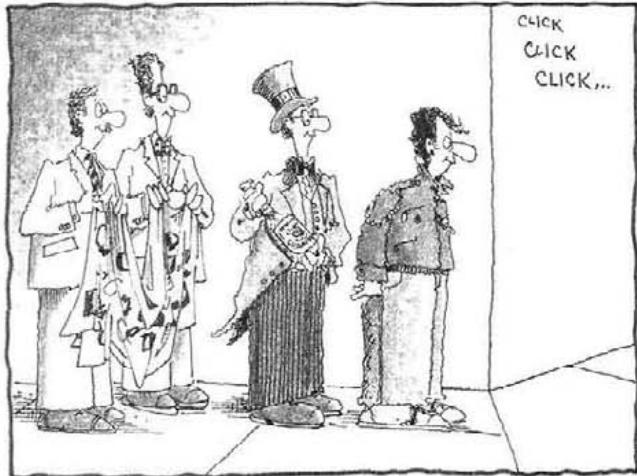


...tomorrow's teenagers will have to come up with music loud and tasteless enough to offend parents who grew up loving The Beastie Boys!



...every year, thousands of big, mean college football players not drafted by the NFL will hit the streets as jobless and bitter rejects!

DRAMA ON PAGE 42



ARTIST AND WRITER: JOHN CALDWELL



TEACHER'S PEST DEPT.

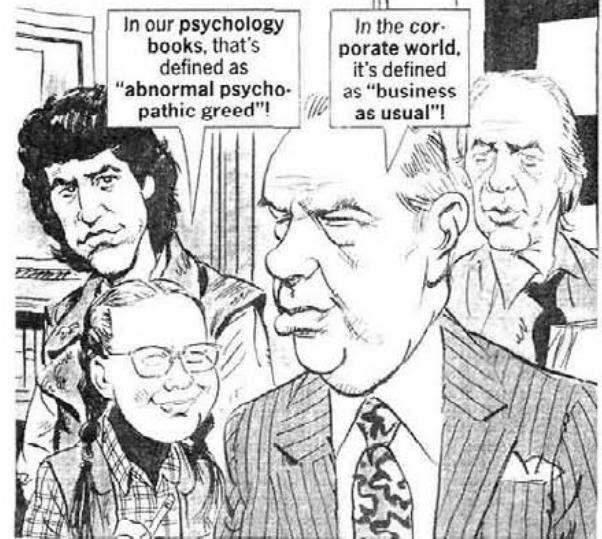
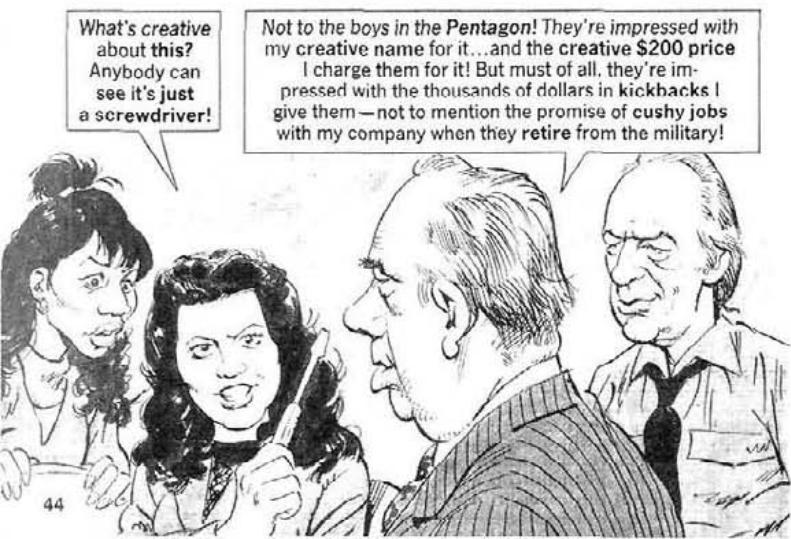
Once there were sitcoms like "Welcome Back, Kotter," featuring wise-ass kids who were one step away from being illiterate. But now that's all changed. The TV classroom this season contains the opposite—brilliant kids with stratospheric IQs. The problem is that, in their own way, they're just as wise-ass as the punks Kotter taught. Which is why MAD ranks them right at the...

HEAD *of the* CRASS

ARTIST: ANGELO TORRES

WRITER: FRANK JACOBS







Birdinhand, how come every week we carry on a 30-second conversation that has nothing to do with school business?

Because the kids may fill your need to be a father, but I make you come face-to-face with the drab, lonely emptiness of your personal life!

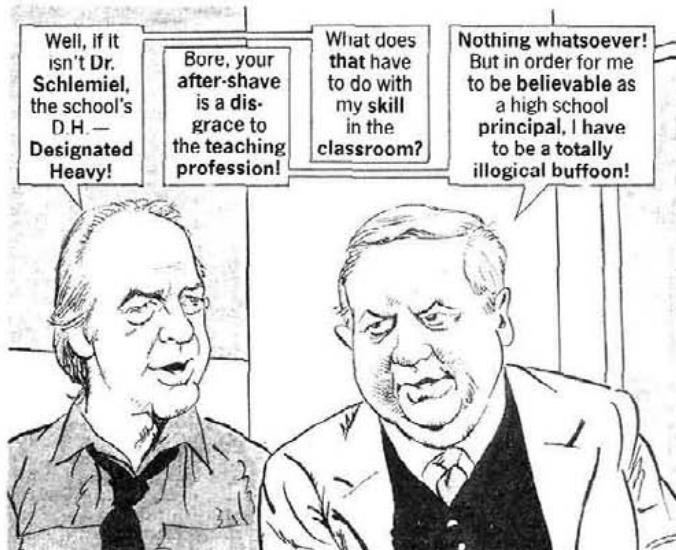
Thank God it's nothing serious!

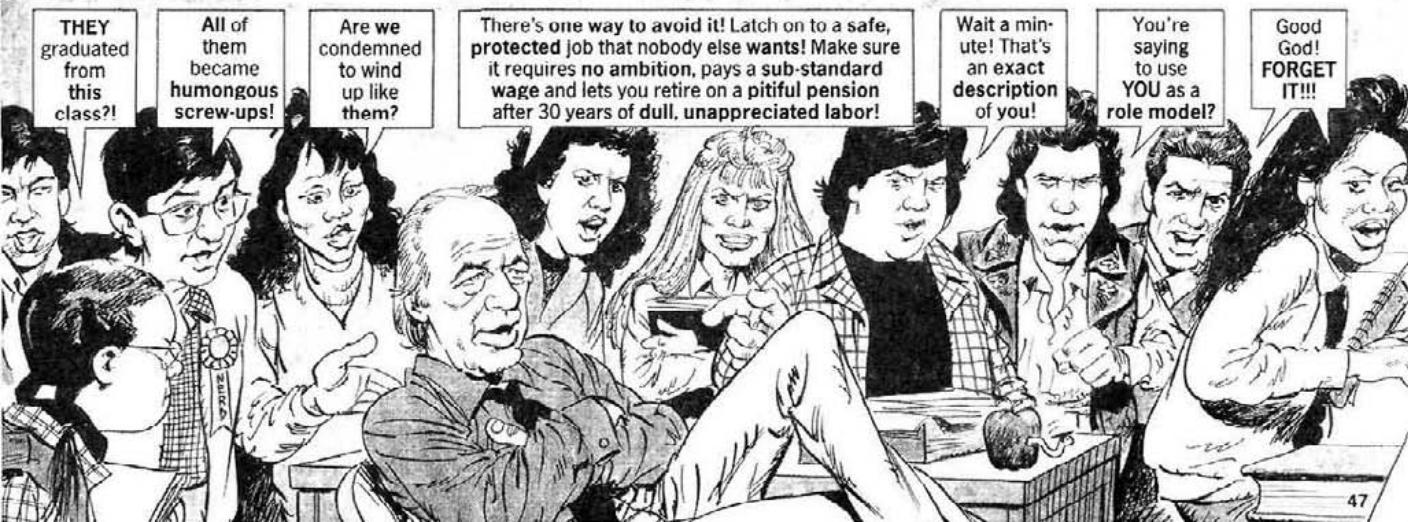
Well, if it isn't Dr. Schlemiel, the school's D.H. — Designated Heavy!

Bore, your after-shave is a disgrace to the teaching profession!

What does that have to do with my skill in the classroom?

Nothing whatsoever! But in order for me to be believable as a high school principal, I have to be a totally illogical buffoon!





REVIEW TO A KILL DEPT.

THE MAD MOVIE CRITIC'S PLEDGE

As a film-reviewing, self-appointed decision maker for ordinary movie-goers everywhere, I hereby promise to uphold, defend and espouse the following beliefs:

I pledge to declare any motion picture starring Bill Murray, Chevy Chase or Dan Aykroyd as "nothing more than an overblown Saturday Night Live skit."

I promise to include important plot twists and reveal information in my reviews that will spoil the movie for anyone who hasn't seen it yet.

I promise to dismiss any sexy youth comedies made after 1978 but before 1982 as "cheap attempts to cash in on the success of Animal House." Likewise, I shall label any sexy youth comedies made after 1982 as "cheap attempts to cash in on the success of Porky's."

No matter how much I enjoy the latest Steven Spielberg film, I shall not fail to mention that he also directed 1941.

Under most circumstances, I shall proclaim Chuck Norris and/or Sylvester Stallone vehicles as "nothing more than 90 minutes of mindless violence..."

...However, should any rare Norris/Stallone film come my way that contains a minimal amount of violence and some sort of a plot, I shall express no reservations about saying: "This movie is boring. At least in their typical films, you can rely on the excessive violence to keep you awake."

I shall go to my grave believing without a shred of insincerity that the book is always better than the movie.

I truly believe that any film with a roman numeral in the title will always prove unworthy of my time, and that I need not screen such movies to compose an accurate review.

But, above all, I duly recognize that my sole responsibility is to subject my own personal standards of quality, morality and taste upon those persons whose lives are so empty as to actually take my biased opinions seriously!



WHAT PREDATORY
CREATURE MOST
THREATENS THE
SURVIVAL OF
ENDANGERED
SPECIES?

HERE WE GO WITH ANOTHER RIDICULOUS
MAD FOLD-IN

Predatory creatures are everywhere.
To find out which one is the most
dangerous of all, just fold in page



FOLD PAGE OVER LIKE THIS!

A ▶

FOLD THIS SECTION OVER LEFT

◀ B FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:
AL JAFFEE

Fearsome predators spend hour after hour
looking for prey. When one of them discovers
a likely victim, he attacks viciously.

A ▶

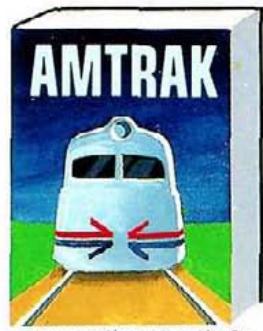
◀ B

Big Books For Small Minds™

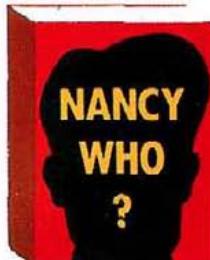
AN INCREDIBLE OFFER FROM THE

FAT-BOOK-OF-THE-MONTH CLUB

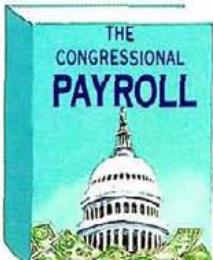
...Because Sometimes Quantity Is Better Than Quality!
We have them all! Just take a look at our **FAT**
collection of extremely **FAT** books and join today!



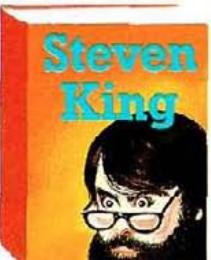
A compendium of routinely ignored safety regulations
Publisher's price \$768.50



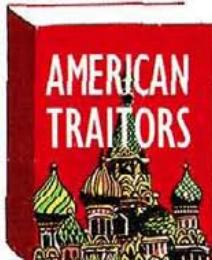
Everything President
Reagan claims he forgot
Pub. price \$116.95



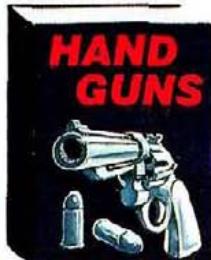
A complete guide to your
Congressmen's relatives
Pub. price \$720.95



18 novels written
last April
Pub. price \$280.00



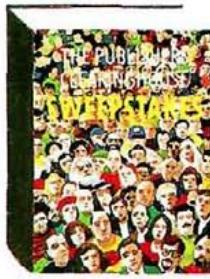
Secrets divulged by the
marines in Russia, Vol. 9
Pub. price \$344.97



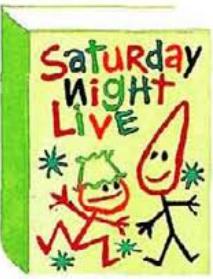
People killed by the
weapons they bought
for protection
Pub. price \$189.89



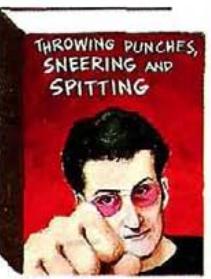
A history of appeasements
of and surrenders to
terrorists and dictators
Pub. price \$275.00



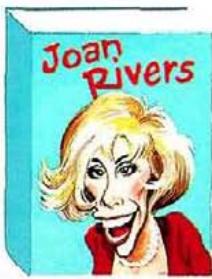
A complete listing of all
those who have never won
Pub. price \$171.50



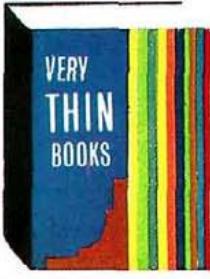
Sketches that
have no ending
Pub. price \$199.50



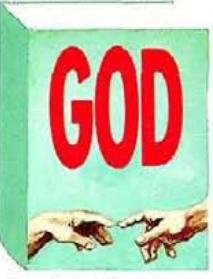
A pictorial history
of Sean Penn
Pub. price \$899.49



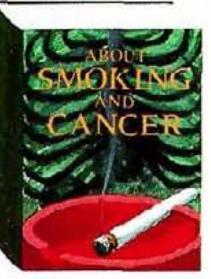
Ways the faltering star
can improve her act
Pub. price \$1.95



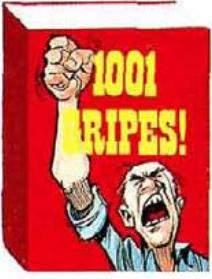
The complete catalogue
Pub. price \$319.87



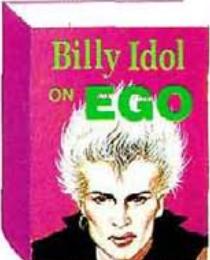
The first zillion years
Pub. price \$620.86



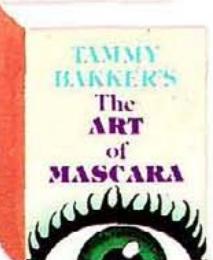
Facts distorted by the
R.J. Reynolds Company
Pub. price \$222.50



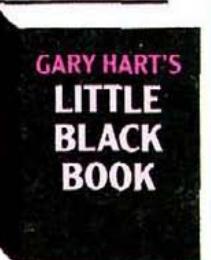
Consumer complaints
against book clubs
Pub. price \$400.00



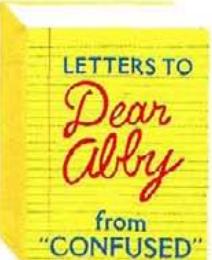
Pub. price \$394.89



Pub. price \$169.79



Pub. price \$857.50



Pub. price \$116.95

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